

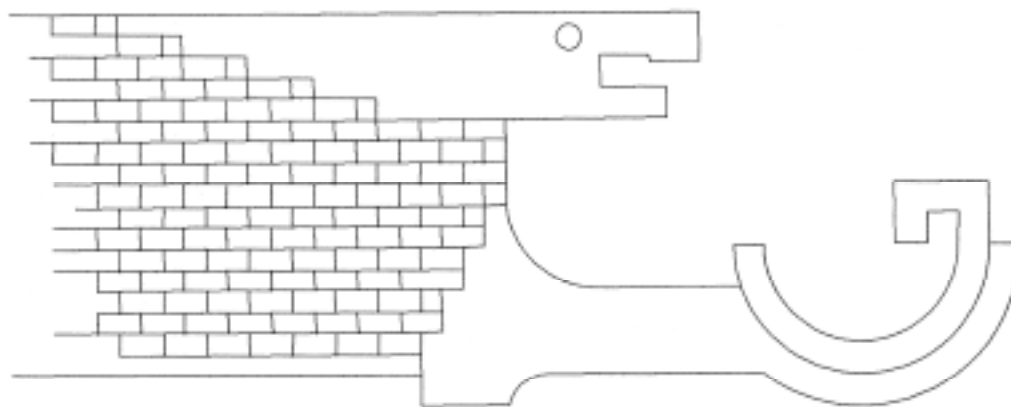


Social Science Program
National Park Service
U.S. Department of the Interior

Visitor Services Project

Knife River Indian Villages National Historic Site

Visitor Study



Summer 2003

Report 148



University of Idaho
Park Studies Unit



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National Park Service
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Visitor Services Project Report 148

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Visitor Services Project Knife River Indian Villages National Historic Site Report Summary

- This report describes the results of a visitor study at Knife River Indian Villages National Historic Site (NHS) during July 18-26, 2003. A total of 312 questionnaires were distributed to visitors. Visitors returned 270 questionnaires for a 86.5% response rate.
- This report profiles Knife River Indian Villages NHS visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-two percent of visitor groups were groups of two; another 24% were in groups of three or four people. Most visitor groups (69%) were family groups. Forty-five percent of visitors were aged 36-60 years and 17% were aged 15 or younger.
- United States visitors were from North Dakota (29%), Minnesota (10%), California (6%), Illinois (5%) and 39 other states. There were too few international visitors to provide reliable data.
- Most visitors (90%) were on their first visit to Knife River Indian Villages NHS during the past twelve months. Many visitors (82%) were also visiting for the first time in their lifetime. Most visitors (94%) visited the Knife River Indian Villages NHS in less than one day on this visit.
- Prior to this visit, visitors most often obtained information about Knife River Indian Villages NHS from maps/ brochures (55%). Most visitor groups (88%) received information they needed to plan their visit.
- For 67% of visitors, Knife River Indian Villages NHS was one of the destinations that brought them to the area. On this visit, the most common activities were visiting earth lodge (96%) and visiting visitor center (91%). The most common activity on past visit(s) was learning history (92%). The most important activity visitors identified was visiting earth lodge.
- The most visited place was the visitor center (92%), followed by Lower Hidatsa Village (56%). Most visitors (94%) visited the visitor center first on this visit to Knife River Indian Villages NHS. Most visitors (94%) used one vehicle to arrive at the park. Visitors most often arrived at the park using Highway 200A (52%).
- In regard to use, importance, and quality of visitor services and facilities, it is important to note the number of visitor groups that responded to each question. The most used services/ facilities by 243 visitor groups were visitor center exhibits (92%) and restrooms (80%). The most important services/ facilities were visitor center exhibits (87%, N=211), earth lodge talk (85%, N= 128), and assistance from park staff (82%, N=147). The best services/ qualities were restrooms (97%, N=173), assistance from park staff (93%, N=141), earth lodge talk (93%, N=125), and visitor center exhibits (93%, N=204).
- The average visitor group expenditure in and outside the park (including Stanton, Washburn, Bismarck, Hazen and Beulah) was \$222. The average per capita expenditure was \$90. The median visitor group expenditure (50% of group spent more, 50% spent less) was \$113. Thirty-nine percent of visitor groups spent between \$1 and \$100 in the Knife River Indian Villages NHS area during this visit. Of the total expenditures by groups, 31% was for lodging, 19% for restaurants and bars, and 15% for all other purchases.
- Most visitor groups (98%) rated the overall quality of visitor services at Knife River Indian Villages NHS as "very good" or "good." No visitor groups rated the overall quality as "poor" or "very poor."

For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or visit the following website: http://www.psu.uidaho.edu

TABLE OF CONTENTS

	Page
INTRODUCTION	1
METHODS	2
RESULTS	4
Visitors contacted	4
Demographics	4
Length of visit and number of park entries	13
Sources of information	16
Knife River Indian Villages NHS/ North Dakota destinations as part of travel plans	19
Reasons for visiting Knife River Indian Villages NHS and the area	25
Transportation and directions	28
Activities this visit/ past visit/ most important activity	31
Places visited/order visited	37
Visitors' expectation of Indian village sites	39
Overnight accommodations	40
Importance of selected Knife River Indian Villages NHS resources/qualities	46
Visitor services and facilities: use, importance and quality	52
Appropriateness of historic village sign information	71
Total expenditures	72
Expenditures outside the park	75
Expenditures inside the park	81
Likelihood of returning to visit North Dakota in the future	84
Preferred learning method on a future visit	85
Interest in sales items on a future visit	86
Overall quality of visitor services	87
Planning for the future	88
Additional comments	90
ADDITIONAL ANALYSIS	91
QUESTIONNAIRE	93
VISITOR SERVICES PROJECT PUBLICATIONS	95

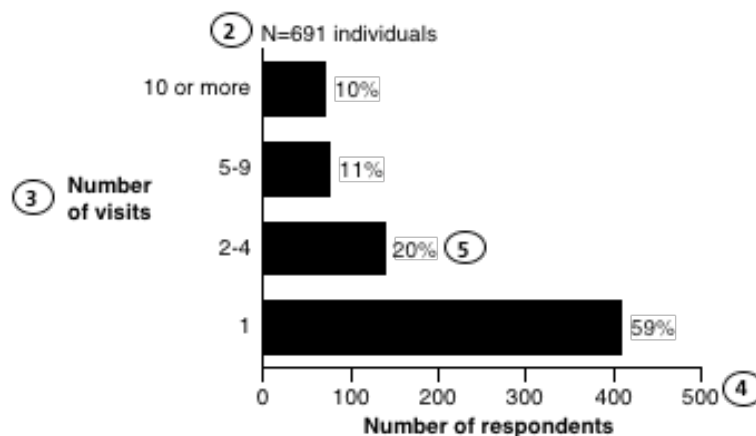
INTRODUCTION

This report describes the results of a study of visitors at Knife River Indian Villages National Historic Site, also referred to as “Knife River Indian Villages NHS.” This visitor study was conducted July 18-26, 2003 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Park Studies Unit at the University of Idaho.

The report is organized into four sections. The **Methods** section discusses the procedures and limitations of the study. The **Results** section provides summary information for each question in the questionnaire and includes a summary of visitor comments. An **Additional Analysis** section is included to help managers request additional analyses. The final section includes a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors’ unedited comments.

Most of this report’s graphs resemble the example below. The large numbers refer to explanations following the graph.

SAMPLE ONLY



① Figure 4: Number of visits

- 1: The figure title describes the graph’s information.
- 2: Listed above the graph, the ‘N’ shows the number of visitors responding and a description of the chart’s information. Interpret data with an ‘N’ of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

METHODS

Questionnaire design and administration

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. Some of the questions were comparable with VSP studies conducted at other parks. Other questions were customized for Knife River Indian Villages NHS.

Interviews were conducted with, and 312 questionnaires were distributed to, a sample of visitors who arrived at Knife River Indian Villages NHS during the period from July 18-26, 2003.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. These individuals were then given a questionnaire and asked for their names, addresses and telephone numbers in order to mail them a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Seven weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

Data Analysis

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package—Statistical Analysis System (SAS). Frequency Distribution and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

Sampling size, missing data and reporting items

This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 263 visitor groups, Figure 4 presents data for 700 individuals. A note above each graph specifies the information illustrated.

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although Knife River Indian Villages NHS visitors returned 270 questionnaires, Figure 1 shows data for only 263 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

Limitations

Like all surveys, this study has limitations that should be considered when interpreting the results.

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.
2. The data reflect visitor use patterns of visitors to the selected sites during the study period of July 18-26, 2003. The results do not necessarily apply to visitors during other times of the year.
3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

Special conditions

Weather conditions during the visitor study were fairly typical of July in Knife River Indian Villages NHS for the duration of the study, with warm to hot, sunny days with occasionally windy and partly cloudy days. The last day of the survey period was also the first day of the 2-day Northern Plains Indian Culture Fest, held at the park. This event may have caused changes in number or types of visitors as well as activities that they participated in at the park.

RESULTS

Visitors contacted

At Knife River Indian Villages NHS, 327 visitor groups were contacted, 312 of these groups (95%) accepted questionnaires. Questionnaires were completed and returned by 270 visitor groups, resulting in a 86.5% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors who participated, with age and group size of visitors who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

Table 1: Comparison of total sample and actual respondents

Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	312	53.0	260	54.6
Group size	311	3.3	263	3.3

Demographics

Figure 1 shows visitor group sizes, which ranged from one person to 50 people. Fifty-two percent of visitor groups consisted of two people, while another 25% consisted of three or four people. Six percent of groups had seven or more people.

Most visitor groups (69%) were made up of family members and 11% were with friends (see Figure 2). "Other" group types included Boy Scout groups, RV caravan on Lewis and Clark route, tour bus, sheriff department, and coworkers on FAM tour (familiarization tour for travel agents). Four percent of visitors were with guided tour groups (see Figure 3).

Forty-five percent of the visitors were of ages 36-60 years and 17% were 15 years or younger (see Figure 4).

Ten percent of visitors were with a group member who had disabilities/ impairments that limited their ability to visit Knife River Indian Villages NHS (see Figure 5). The most common disabilities/impairments included mobility (82%), learning (7%), and hearing (7%), although this data must be viewed with caution due to the small number of respondents, as shown in Figure 6. "Other" types of disabilities included arthritis, coronary disease, and injured knee. Disabled visitors

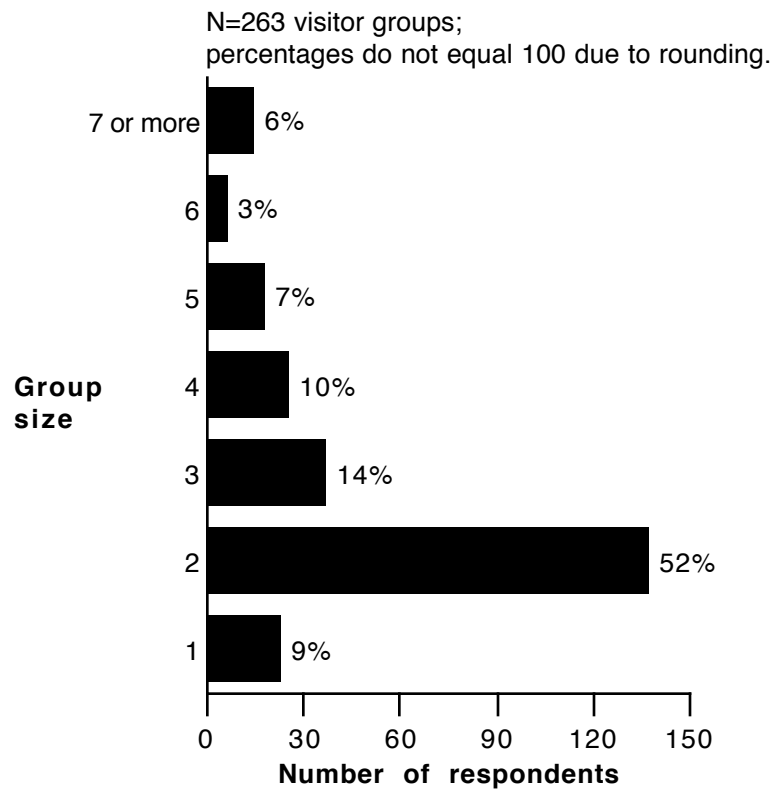
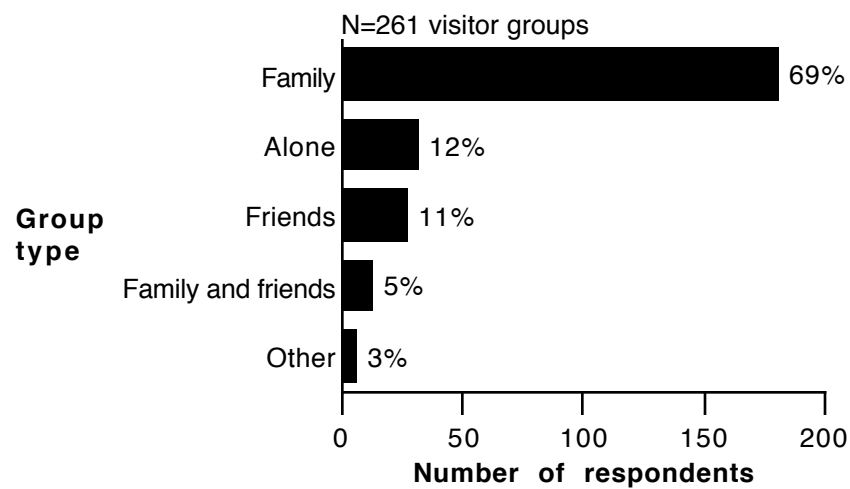
were asked if they encountered access problems at the park (see Figure 7 with caution). The problems included not being able to walk on trail, lack of awareness of electric cart service for disabled persons, and lack of wheelchair opener at the visitor center. Visitor groups with disabled members were then asked whether they were aware that an electric cart is available for people with disabilities (see Figure 8 with caution).

Visitor groups were asked the number of times each member in the group had visited Knife River Indian Villages NHS in the past 12 months and in their lifetime. Most visitors (90%) reported that this was their first visit to Knife River Indian Villages NHS in the past 12 months (see Figure 9). Eighty-two percent of visitors visited the park for the first time in their lifetime, while 11% visited the park two or three times (see Figure 10).

One percent of the visitors were of Hispanic or Latino ethnicity, as shown in Figure 11. Most respondents (99%) were of White racial background (see Figure 12). Three percent of visitors indicated that they were of American Indian/ Alaska Native races, another 1% were of Asian racial background. None of the visitors indicated that they were of Black/ African American or Native Hawaiian or other Pacific Islander background. Visitors of American Indian/ Alaska Native racial background were then asked to specify their principle enroll tribes. The tribes that visitors come from included Cherokee, Ft. Berthold, Santa Ana Pueblo, Sioux, Turtle Mountain, and Winnebago.

There were too few international visitors to provide reliable data (see Table 2 with caution).

The largest proportions of United States visitors were from North Dakota (29%), Minnesota (10%), California (6%) and Illinois (5%), as shown in Map 1 and Table 3. Smaller proportions of U.S. visitors came from another 39 states.

**Figure 1: Visitor group sizes****Figure 2: Visitor group types**

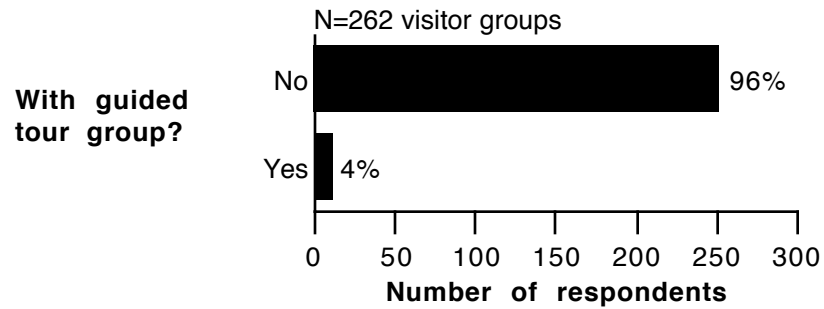


Figure 3: Visitors with a guided tour group

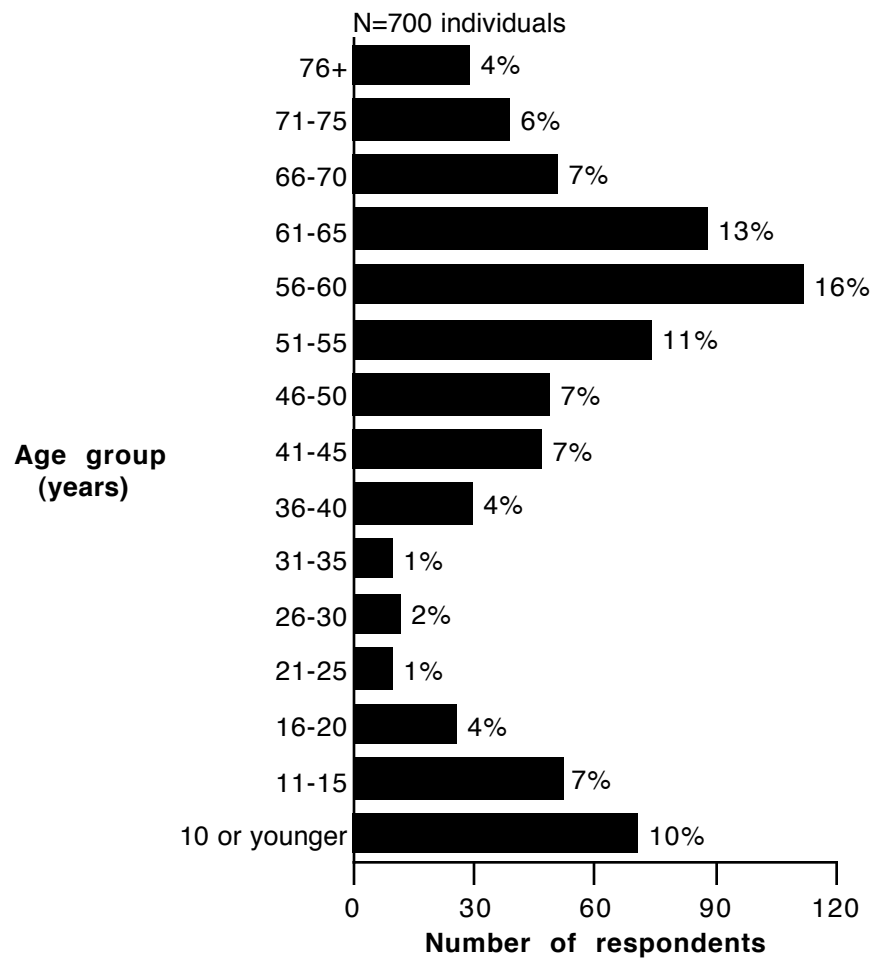


Figure 4: Visitor ages

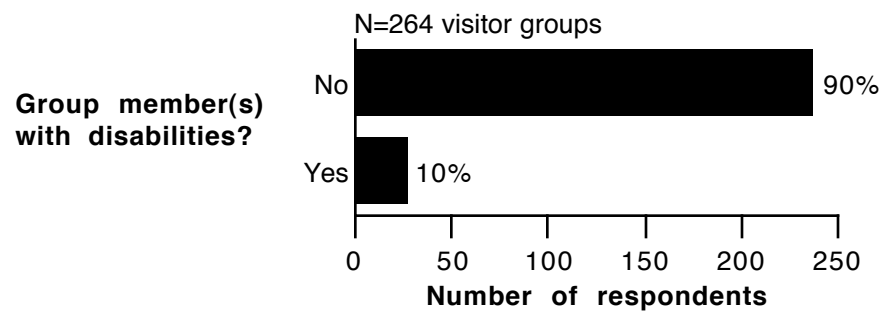


Figure 5: Visitor groups with disabilities/impairments that limited ability to visit Knife River Indian Villages NHS

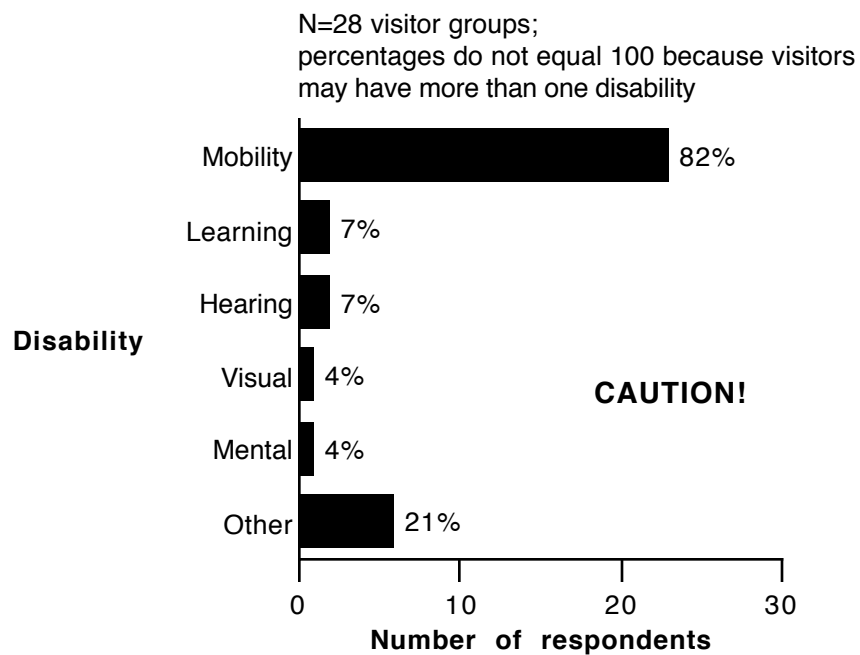


Figure 6: Types of visitor disabilities

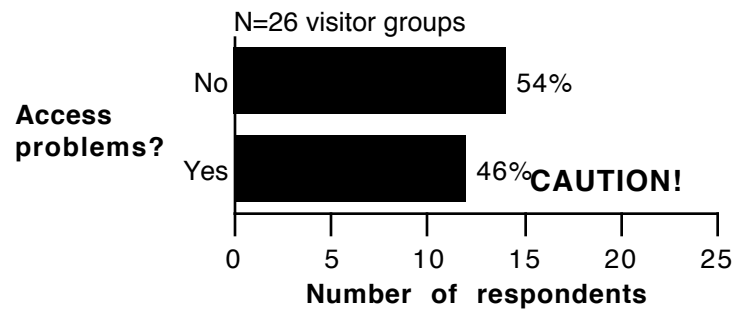


Figure 7: Encounter disability access problems at park?

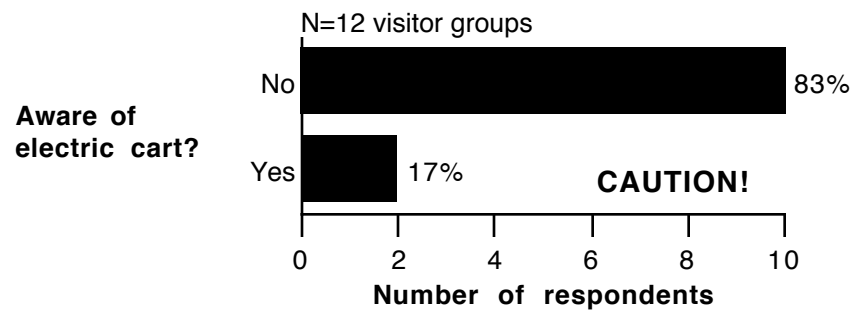


Figure 8: Aware of electric cart available for disabled visitors?

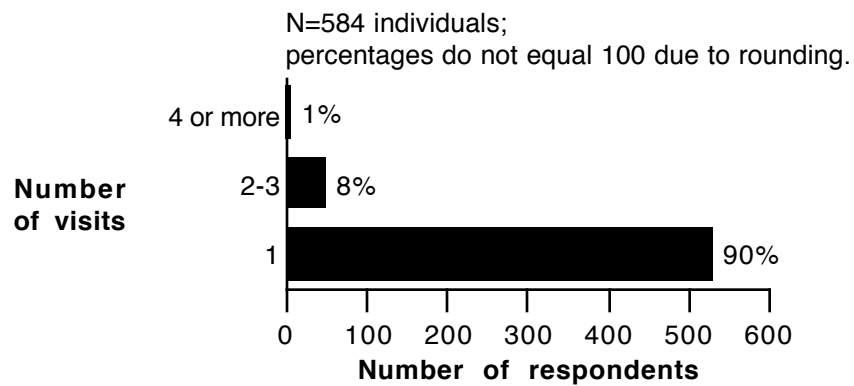
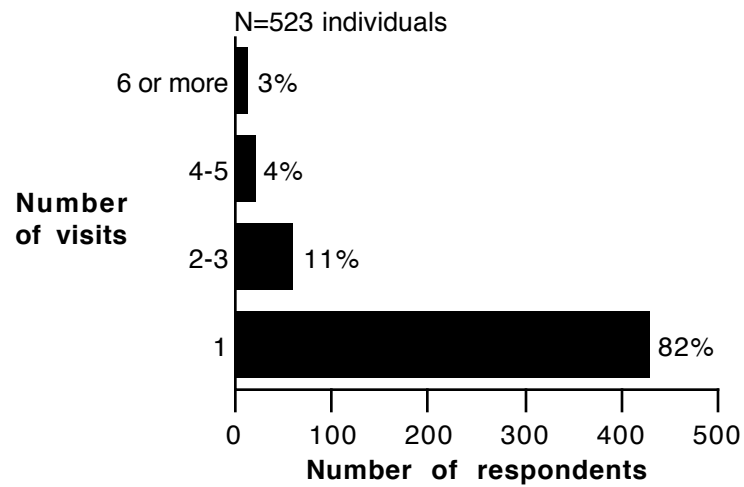


Figure 9: Number of visits in past 12 months (including this visit)



**Figure 10: Number of visits in lifetime
(including this visit)**

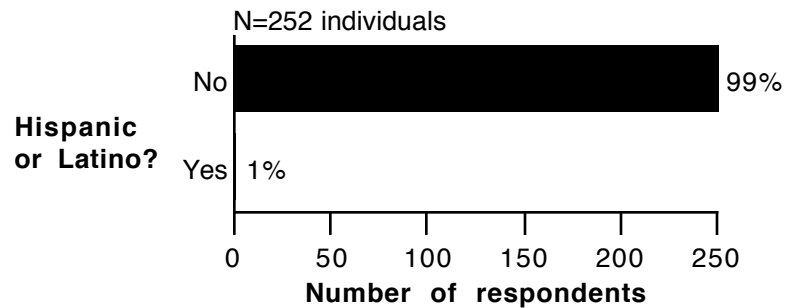


Figure 11: Visitors of Hispanic or Latino ethnicity

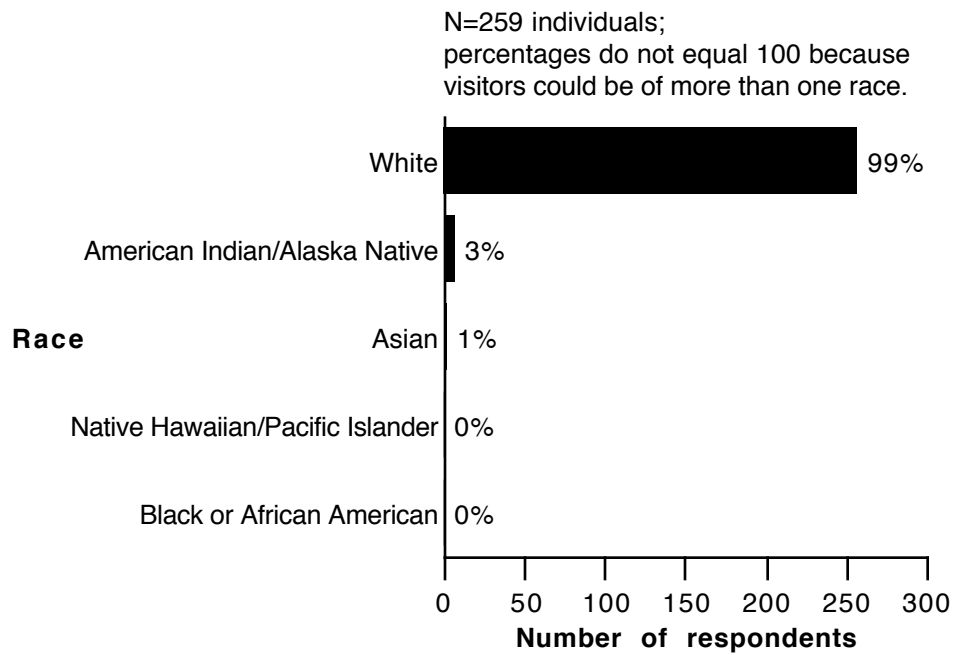


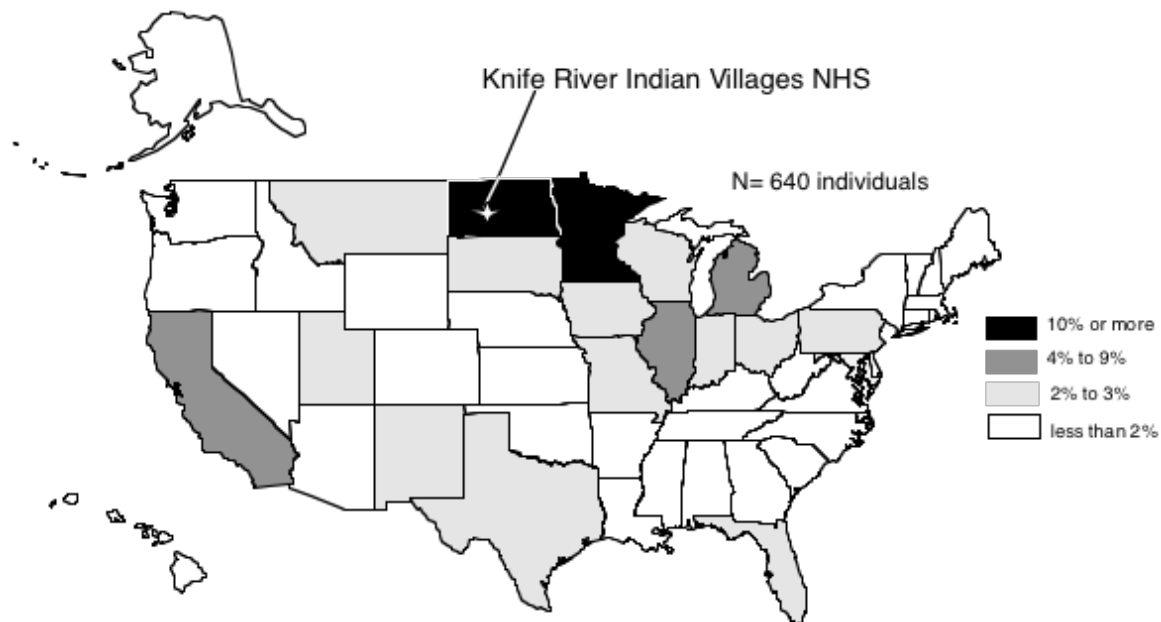
Figure 12: Visitor race

Table 2: International visitors by country of residence

percentages do not equal 100 due to rounding.

CAUTION!

Country	Number of individuals	Percent of international visitors N=23 individuals	Percent of total visitors N=663 individuals
Canada	12	52	2
Germany	5	22	<1
Spain	3	13	<1
New Zealand	2	9	<1
Switzerland	1	4	<1



Map 1: Proportion of United States visitors by state of residence

Table 3: United States visitors by state of residence

percentages may not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors N=640 individuals	Percent of total visitors N=663 individuals
North Dakota	183	29	28
Minnesota	62	10	9
California	40	6	6
Illinois	31	5	5
Michigan	24	4	4
Texas	21	3	3
Ohio	19	3	3
Indiana	18	3	3
Iowa	18	3	3
Maryland	17	3	3
South Dakota	16	2	2
Colorado	15	2	2
Missouri	13	2	2
Florida	12	2	2
Wisconsin	12	2	2
Montana	11	2	2
New Mexico	11	2	2
Pennsylvania	10	2	2
Arizona	9	1	1
Kansas	9	1	1
Nebraska	9	1	1
Washington	9	1	1
Utah	7	1	1
New Jersey	6	1	1
19 other states	58	9	9

Length of visit and number of park entries

Visitor groups were asked how long they spent visiting Knife River Indian Villages NHS on this visit. Forty-one percent of visitor groups responded that they spent two hours in the Knife River Indian Villages NHS on this visit, as shown in Figure 13. Thirty-eight percent reported staying one hour. Another 20% spent three hours or more.

Six percent of visitor groups indicated that they visited Knife River Indian Villages NHS on more than one day, as shown in Figure 14. Visitors who visited on more than one day were then asked the number of days they visited the state and 80% of respondents spent two days (see Figure 15).

Visitors were also asked to indicate the number of times that they entered the Knife River Indian Villages NHS during this visit. Ninety percent of visitor groups entered the park one time, and 8% entered twice during this visit to Knife River Indian Villages NHS (see Figure 16).

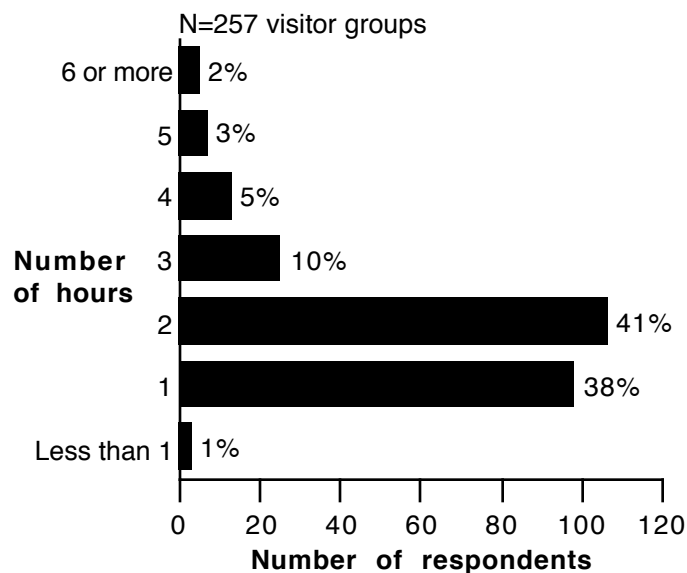


Figure 13: Hours spent in Knife River Indian Villages NHS area on this visit

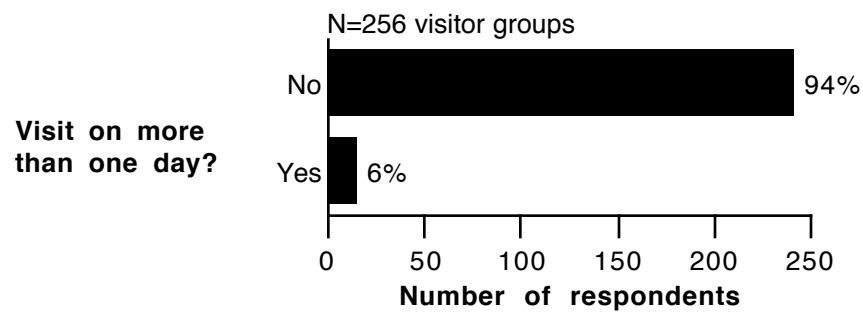


Figure 14: Visitor groups who visited Knife River Indian Villages NHS on more than one day

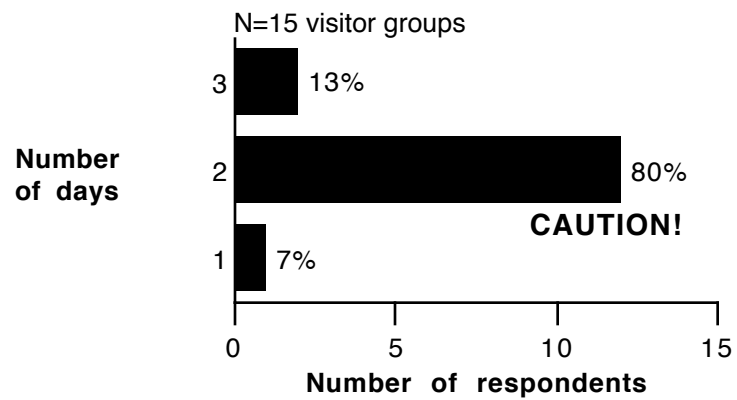


Figure 15: Number of days visitors visited Knife River Indian Villages NHS if they visited on more than one day

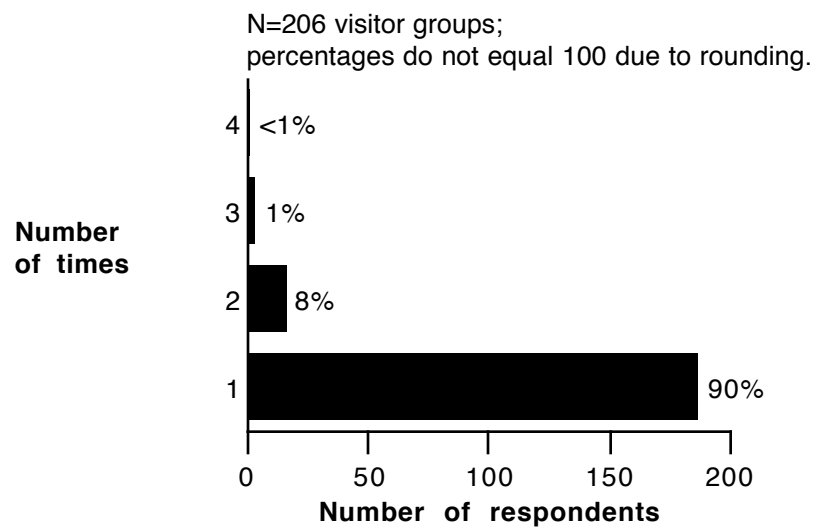


Figure 16: Number of times visitors entered Knife River Indian Villages NHS during this visit

Sources of information

Visitor groups were asked to indicate the sources from which they had received information about Knife River Indian Villages NHS prior to their visit. Nine percent of visitor groups received no information prior to their visit (see Figure 17). Of the groups who received information, the most common sources were maps/brochure (55%), travel guides/tour books (39%), Lewis and Clark Interpretive Center (37%), and highway signs (28%), as shown in Figure 18. The least used sources of information were “telephone/ written/ email inquiry to park” (1%) and “child attending school program at park” (less than 1%). “Other” sources of information used by visitors are listed in Table 4.

Most visitors (88%) received the information they needed to plan their visit (see Figure 19). However, 4% did not and 7% were “not sure.” The additional information that was needed prior to their visit included schedules for special events, directions to get to the site, links through the park’s website to other reservations, and photos of the visitor center.

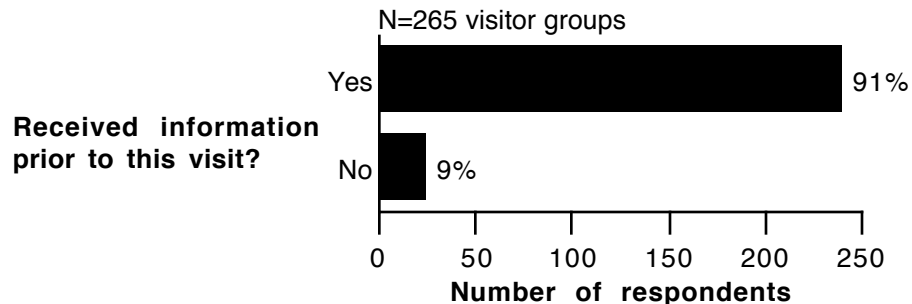


Figure 17: Visitors received information about Knife River Indian Villages NHS prior to this visit

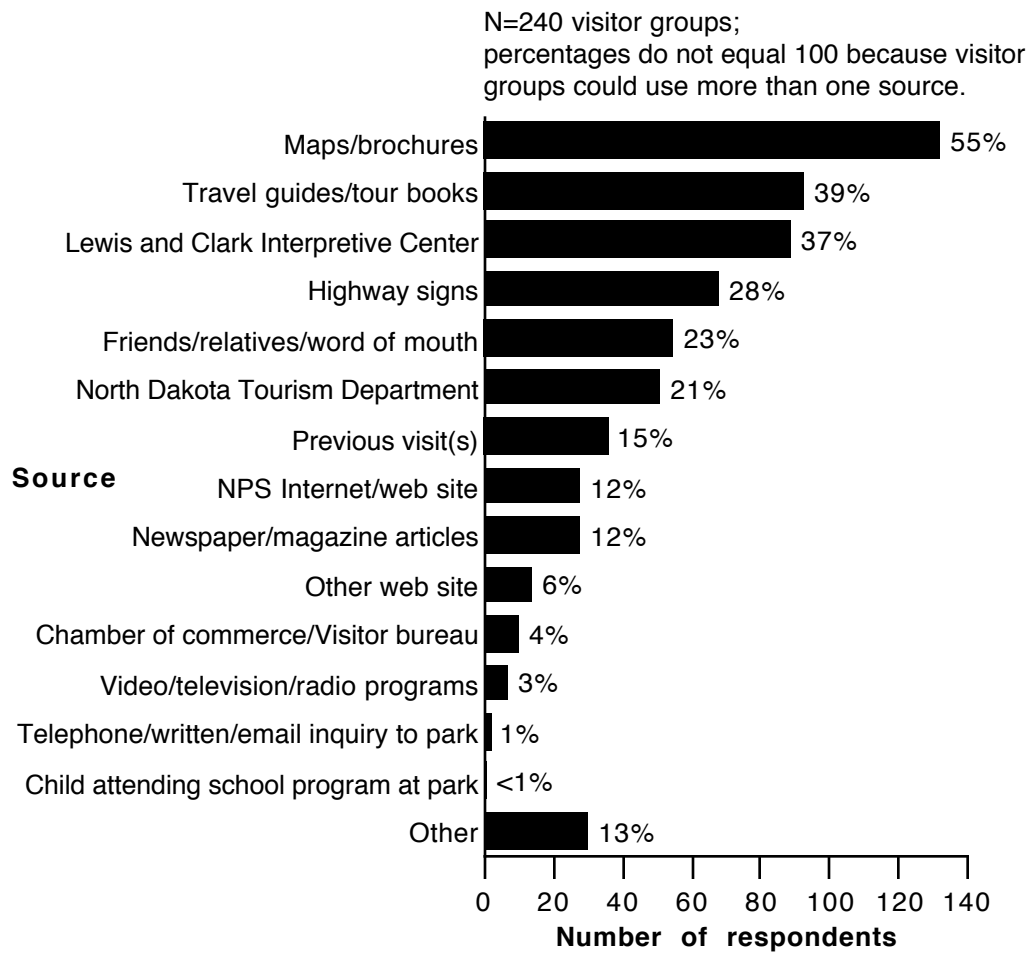


Figure 18: Sources of information used by visitors prior to this visit

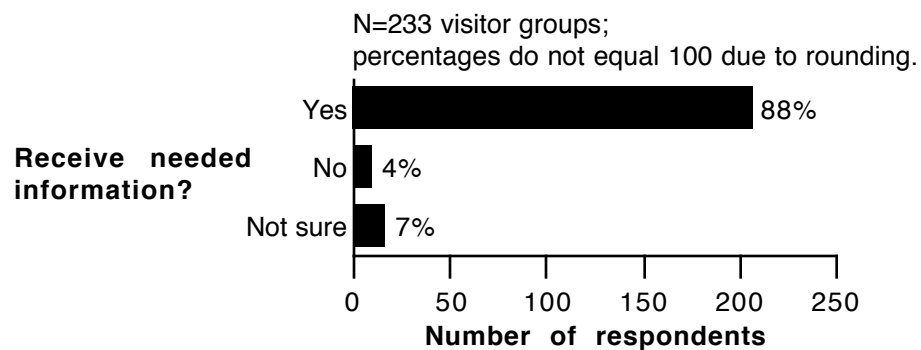


Figure 19: Receive needed information prior to visit?

Table 4: “Other” sources of information

N=30 visitor groups

Source	Number of times mentioned
National Park Passport book	7
Live in the area	4
Learned about it in a class	3
Information about Abraham Lincoln State Park	2
Read a book	2
Other previous readings	2
Other comments	10

**Knife River Indian Villages NHS/ North Dakota destinations
as part of travel plans**

Visitor groups were asked how Knife River Indian Villages NHS fit into their travel plans on this visit. Most visitor groups (67%) reported that the park was one of several destinations, as shown in Figure 20. For 10% of visitor groups, the park was the primary destination and another 22% said the park was not a planned destination.

Visitors were asked to identify North Dakota destinations they had visited or planned to visit during this trip to Knife River Indian Villages NHS. The sites that visitors had visited or planned to visit included Lewis and Clark Interpretive Center (72%), Theodore Roosevelt NP (54%), and following Lewis and Clark route (50%), as shown in Figure 21. Visitor groups who had visited or planned to visit American Indian reservations were asked to specify which ones they visited (see Table 5). Other destinations in North Dakota that visitor groups visited are listed in Table 6.

Visitors were also asked what activities in the area that they came to do. Most visitor groups (80%) came to visit historic site(s) and to visit museum(s) (70%), as shown in Figure 22. The “other” activities that visitors came to do are listed in Table 7.

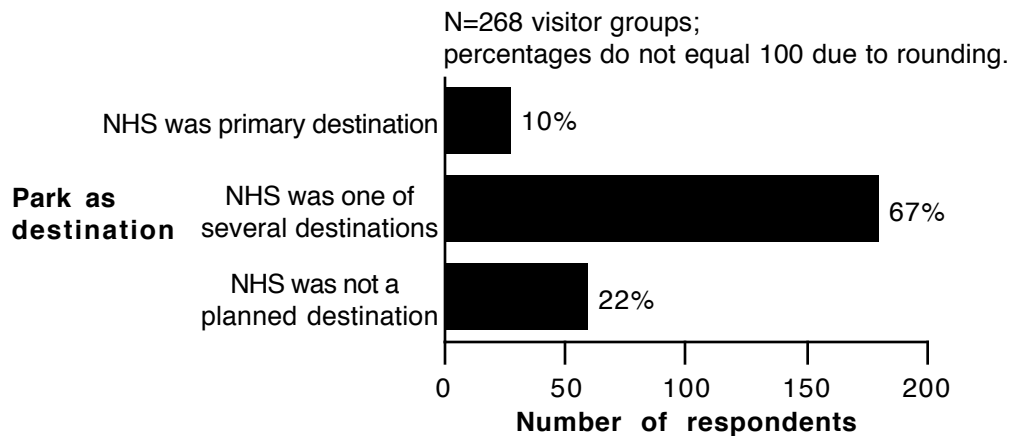
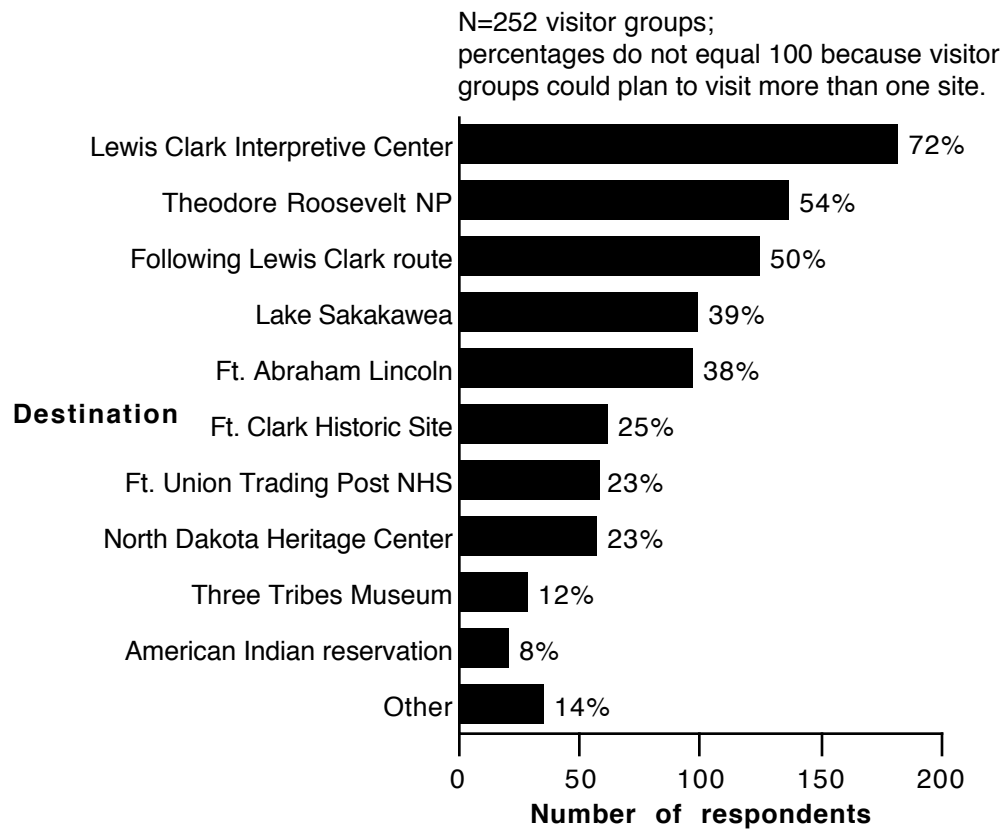


Figure 20: Knife River Indian Villages NHS as part of travel plans

**Figure 21: North Dakota destinations visited**

**Table 5: American Indian Reservations visited
on this trip to North Dakota**

N=30 visitor groups

Reservation	Number of times mentioned
Fort Berthold	8
Standing Rock	6
Spirit Lake	2
Blackfoot	1
Cheyenne River	1
Devils Lake	1
Mandan Village	1
Navajo	1
New Town Public School	1
Nez Perce	1
Pine Ridge	1
Rosebud	1
Sheyone	1
Three Tribes	1
Turtle Mountain	1
White River	1
White Stone	1

Table 6: “Other” North Dakota destinations

N=34 visitor groups;
some visitor groups made more than one comment.

Destination	Number of times mentioned
Bismarck	3
Mandan	3
Family/relatives' homes	3
Cross Ranch State Park	2
Dakota Dinosaur Museum	2
Fort Buford	2
Garrison Dam	2
Medora	2
State Capitol	2
State Fair and home for Lawrence Welk	2
All historic sites could find	1
Dickinson	1
Large Dragline Falkirk Mine (prairie rose)	1
Lewis & Clark route—St. Louis to Oregon Coast	1
Killdeer Battlefield	1
Little Missouri State Park	1
Medora Musical	1
Medora National Wildlife Refuge	1
Minot Scandinavian Center	1
New Salem	1
Sacagawea	1
Sitting Bull Memorial	1

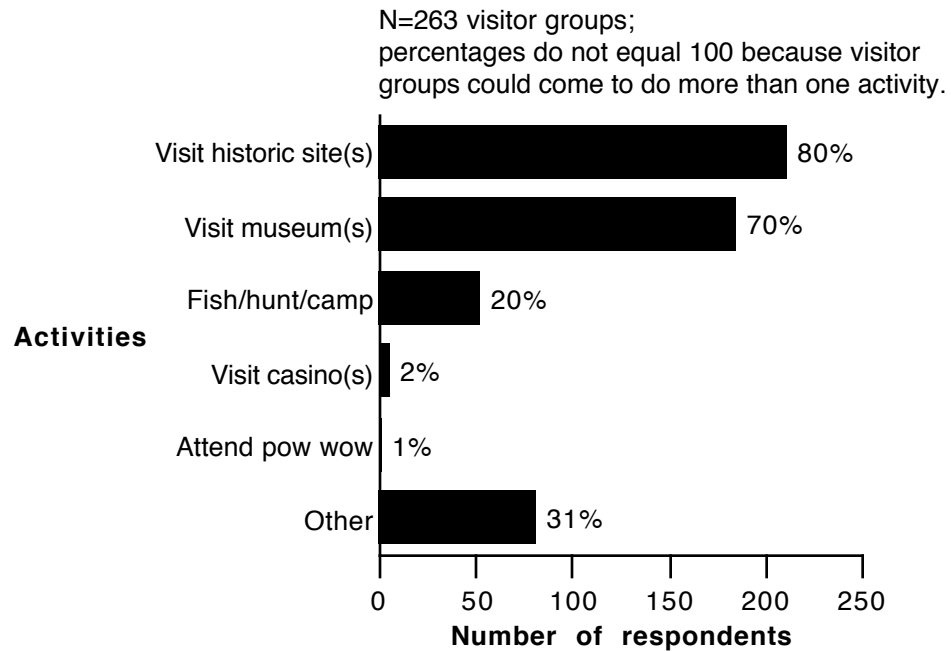


Figure 22: Activities of the area visitors came to do

Table 7: “Other” activities that visitors came to do

N= 81 visitor groups

Activity	Number of times mentioned
Taking boat ride/canoe trip/float/kayaking on Missouri River	7
Following Lewis and Clark route	7
Visiting family/relatives/friends	7
Family reunion	5
Hiking	5
Attending Medora Musical	4
Attending state fair	4
Attending cultural festival	3
Exploring North and South Dakota	2
Sightseeing	2
Visiting other national parks	2
Attending bible camp	1
Biking	1
Attending Blue Grass concert	1
Business	1
Camping	1
Capital sights	1
Conducting academic research	1

**Table 7: “Other” activities that visitors came to do
(continued)**

Activity	Number of times mentioned
Getting to Great Falls	1
Going home from vacation	1
Grassy Butte fortifier	1
Working temporarily in the area	1
Horseback riding	1
Seeing Knife River	1
Lewis and Clark wagon train	1
Listening to Keith Bear	1
Visiting Mount Rushmore	1
On the way to Montana Glacier NP	1
Participating in Atlatl Competitions in Montana	1
Riding motorbike	1
Attending school reunion	1
Seeing Garrison Dam	1
Studying flies	1
Taking scenic drive	1
Viewing Large Dragline Falkirk Mine (prairie rose)	1
Visiting a Lewis and Clark site	1
Visiting Badlands	1
Visiting Bismarck	1
Visiting Crazy Horse Memorial	1
Visiting Devils Tower	1
Visiting International Peace Garden	1
Visiting Medora	1
Visiting the park with exhibitors	1
Watching flint knapping	1

Reasons for visiting Knife River Indian Villages NHS and the area

Visitors were asked a series of questions concerning their reason for visiting Knife River Indian Villages NHS and the surrounding area (including Stanton, Washburn, Bismarck, Hazen and Beulah). First, visitors were asked, “On this visit, what was the primary reason that you and your group visited the area?” Visiting other attractions in the area was the primary reason for visiting the area for 32% of the visitor groups (see Figure 23). Twenty percent of visitors came to visit Knife River Indian Villages NHS as a primary reason; another 20% were just driving through the area.

Visitors were then asked their reasons for visiting Knife River Indian Villages NHS. Sixty-nine percent of visitor groups came to learn Native American culture, 54% came to follow Lewis and Clark, and 51% of visitor groups came to learn western American history, as shown in Figure 24. “Other” reasons are listed in Table 8.

Finally, visitors were asked to indicate the most important reason for visiting Knife River Indian Villages NHS. Figure 25 shows that the most important reason was “learn Native American culture” (31%), followed by “follow Lewis and Clark” (28%).

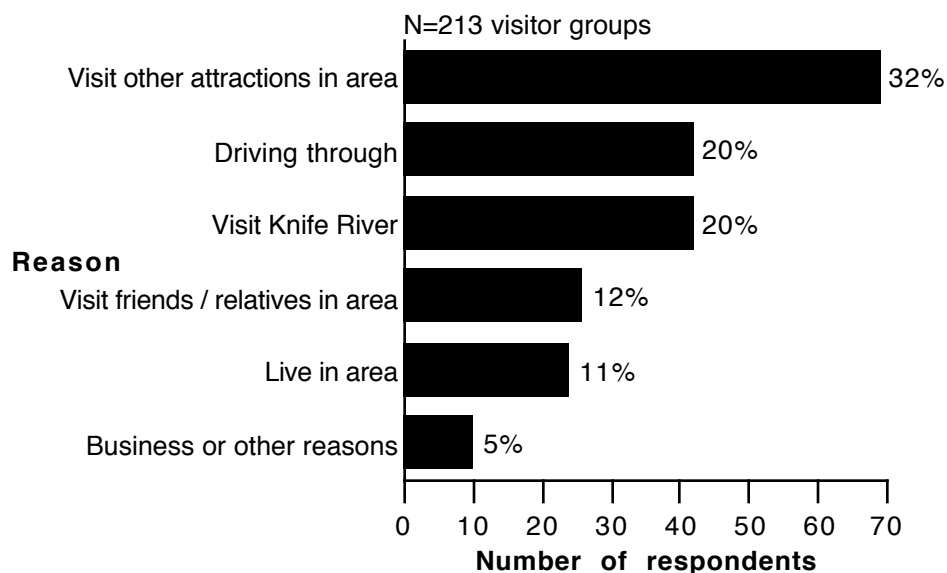


Figure 23: Primary reason for visiting Knife River Indian Villages NHS area

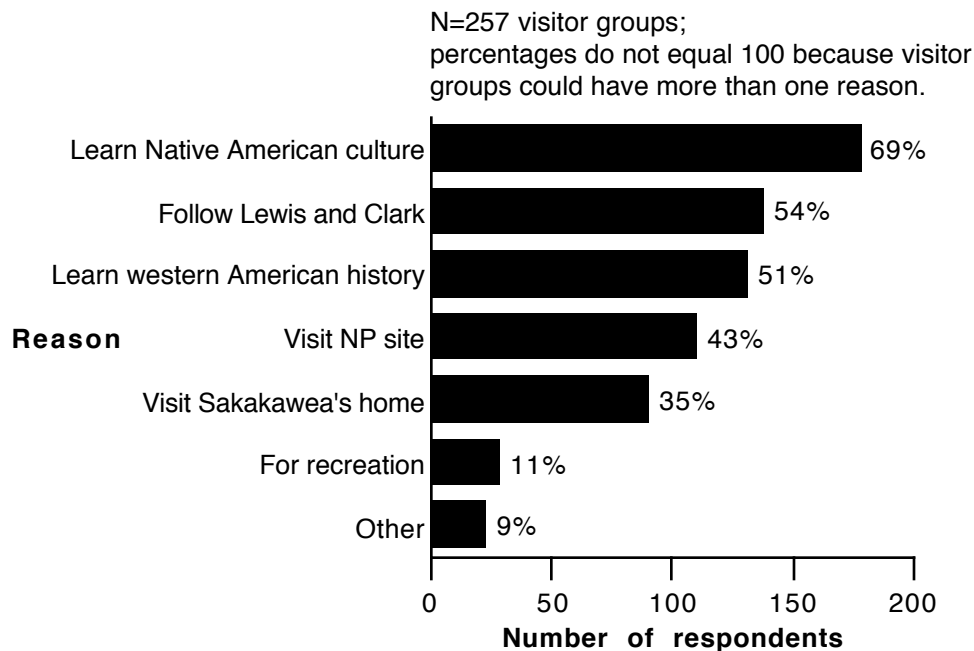


Figure 24: Reasons for visiting Knife River Indian Villages NHS

Table 8: "Other" reasons for visiting Knife River Indian Villages NHS

N=23 visitor groups;
some visitor groups made more than one comment.

Reason	Number of times mentioned
Cultural festival	8
Traveling through	5
It sounded interesting	2
Get a feel of this historic area	2
Have fun	2
Youth relationship	1
See artifacts	1
Study Canadian archeology	1
Stop for lunch	1
Visit Mandan villages mentioned by Lewis and Clark	1
Listen to Keith Bear playing music	1
Learn more about Knife River	1
Learn how to flint knap	1
Attend Junior Ranger program	1
Get a National Park passport cancellation	1
Family and learning outings	1
Education	1
To buy NPS anthropological papers	1
Show friends our place	1

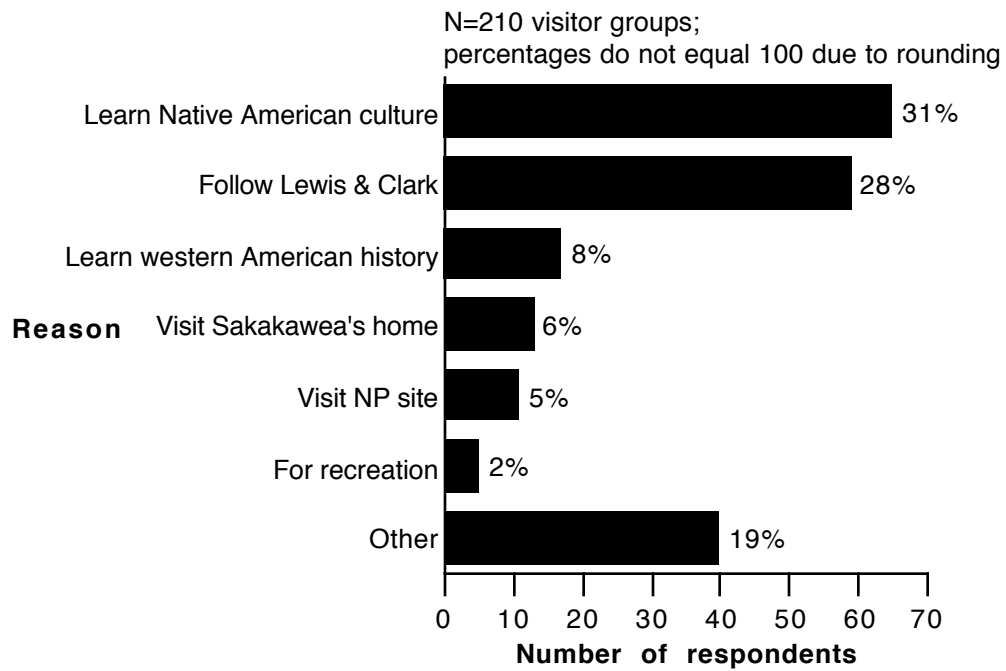


Figure 25: Most important reason for visiting Knife River Indian Village NHS

Transportation and directions

When asked about number of vehicles their group used to arrive at Knife River Indian Villages NHS, 94% of visitors groups used one vehicle, as shown in Figure 26. Another 3% of visitor groups used two vehicles and 1% of visitor groups did not arrive at the park in a vehicle.

Visitors most often arrived at the park in using Highway 200A (52%), and Highway 200 (50%), as shown in Figure 27. "Other" routes that visitors used included Highways 83, 94, 49, 52, 37, 1806, south from west site of Garrison Dam, and country road that goes north from Stanton.

Visitors were then asked, "Did you feel that the state highway signs were adequate to direct you to Knife River Indian Villages NHS?" Most visitor groups (85%) felt the signs were adequate, while 11% indicated that the state highway signs were not adequate to direct them to the park (see Figure 28).

Most visitor groups (94%) did not have difficulty locating Knife River Indian Villages NHS on this trip, but 6% indicated that they encountered some difficulties (see Figure 29). The difficulties included lack of adequate signs, no sign at entrance, directions on map and brochure were not clear, and road construction on Highway 200A.

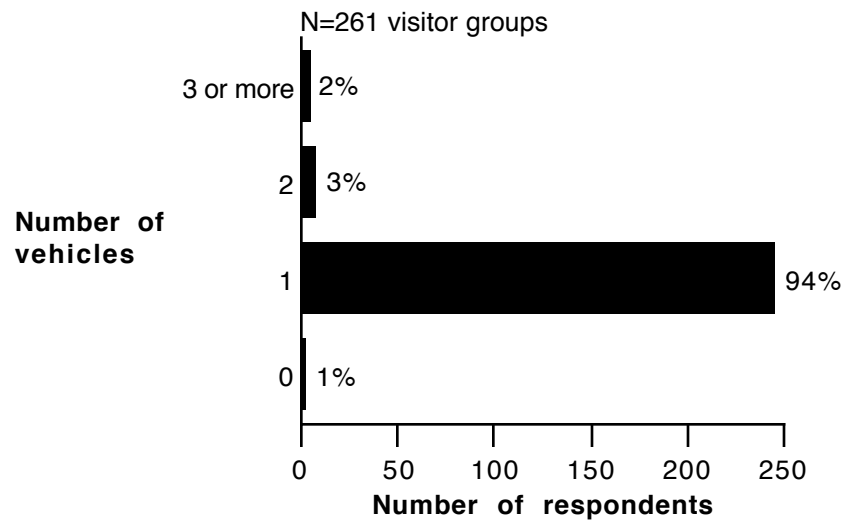


Figure 26: Number of vehicles in which visitors arrived at the Knife River Indian Villages NHS

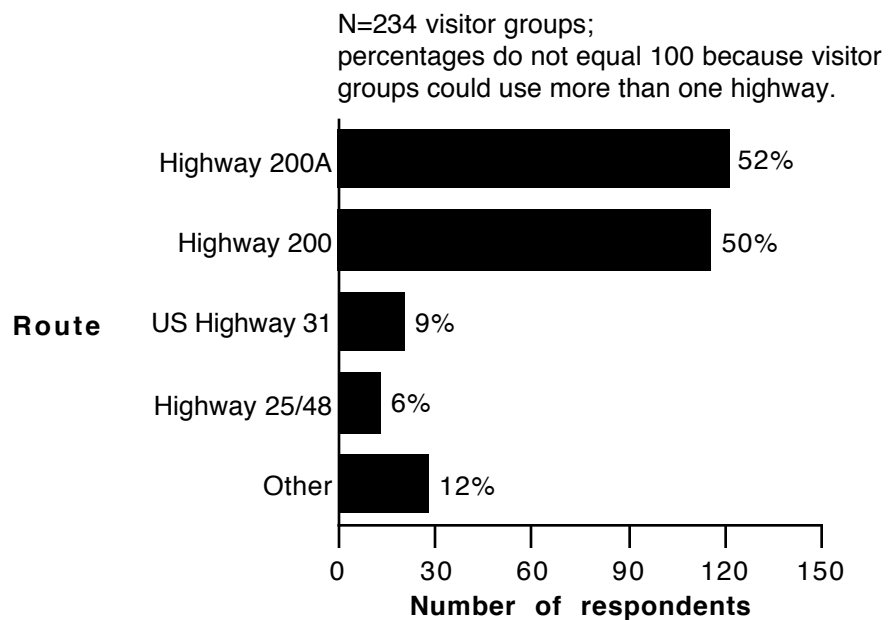


Figure 27: Highways used to arrive at Knife River Indian Villages NHS

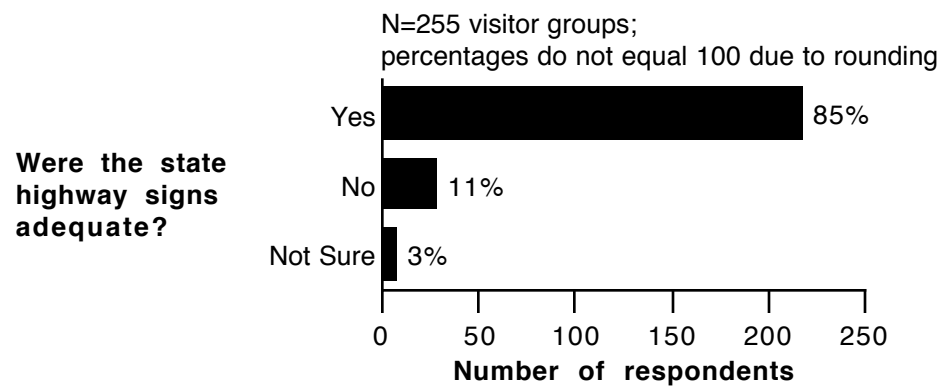


Figure 28: Adequacy of highway signs to direct visitors to Knife River Indian Villages NHS

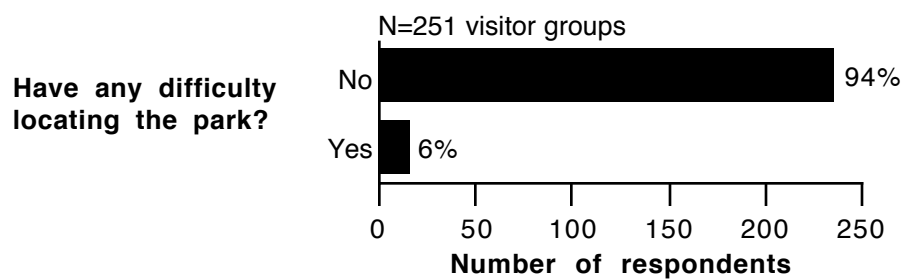


Figure 29: Difficulty in locating the park?

Activities this visit/past visits/most important activity

Visitor groups were asked to list the activities in which they participated at Knife River Indian Villages NHS on this visit. The most commonly mentioned activities were visiting the earth lodge (96%), visiting the visitor center (91%), and viewing the visitor center museum/exhibits (89%), as shown in Figure 30. The least common activity was fishing (2%). “Other” activities included attending the cultural festival, collecting information, gift shopping, taking peaceful walk along the river, talking with staff, making prayer, and viewing outdoor exhibits.

Visitor groups were also asked to list the activities in which they participated at Knife River Indian Villages NHS on past visits. The most common activities were learning history (92%), visiting the visitor center (89%), viewing visitor center museum/exhibits, and visiting the earth lodge (78% each), as shown in Figure 31. The least common activities were birdwatching and participating in Junior Ranger Program (3% each). “Other” activities included viewing outdoor exhibits and walking by the river.

Respondents were asked to list the three most important activities on their visit to Knife River Indian Villages NHS. Visitors’ most important activities included visiting the earth lodge (34%) and learning history (30%), as shown in Figure 32. The second most important activities included visiting the earth lodge (23%), viewing visitor center museum/ exhibits (17%), and visiting village sites (16%), as shown in Figure 33. The third most important activity responses included of viewing visitor center museum/exhibits (19%), visiting village sites (16%), and visiting the earth lodge (16%), as shown in Figure 34.

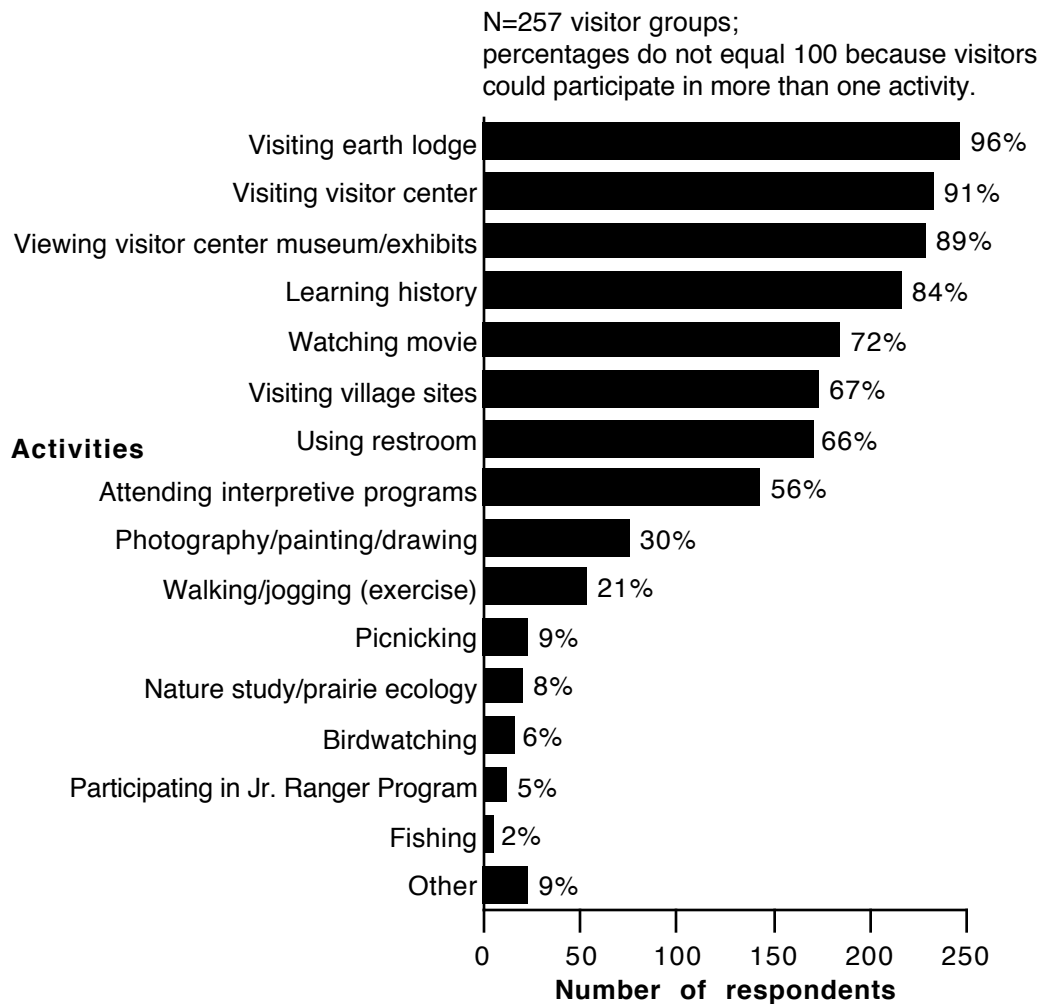
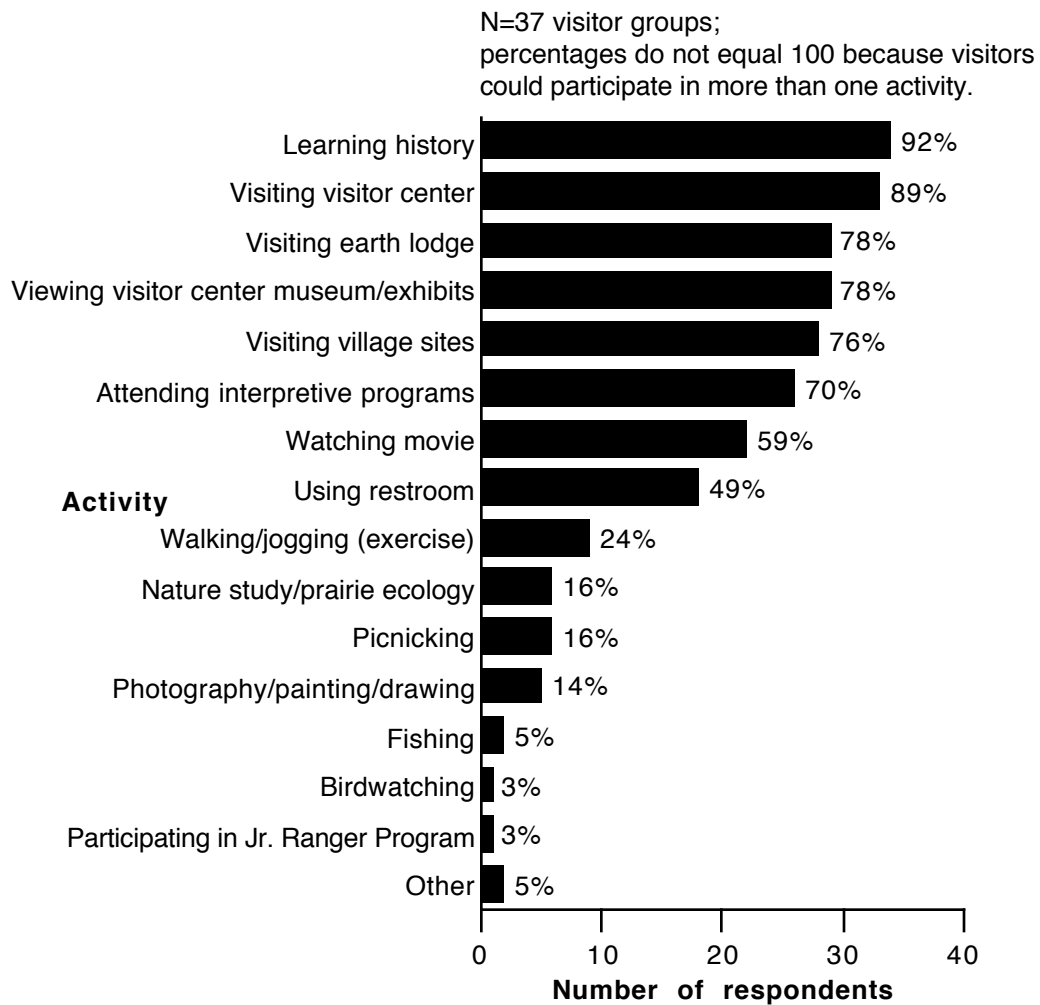


Figure 30: Visitor activities on this visit

**Figure 31: Visitor activity on past visits**

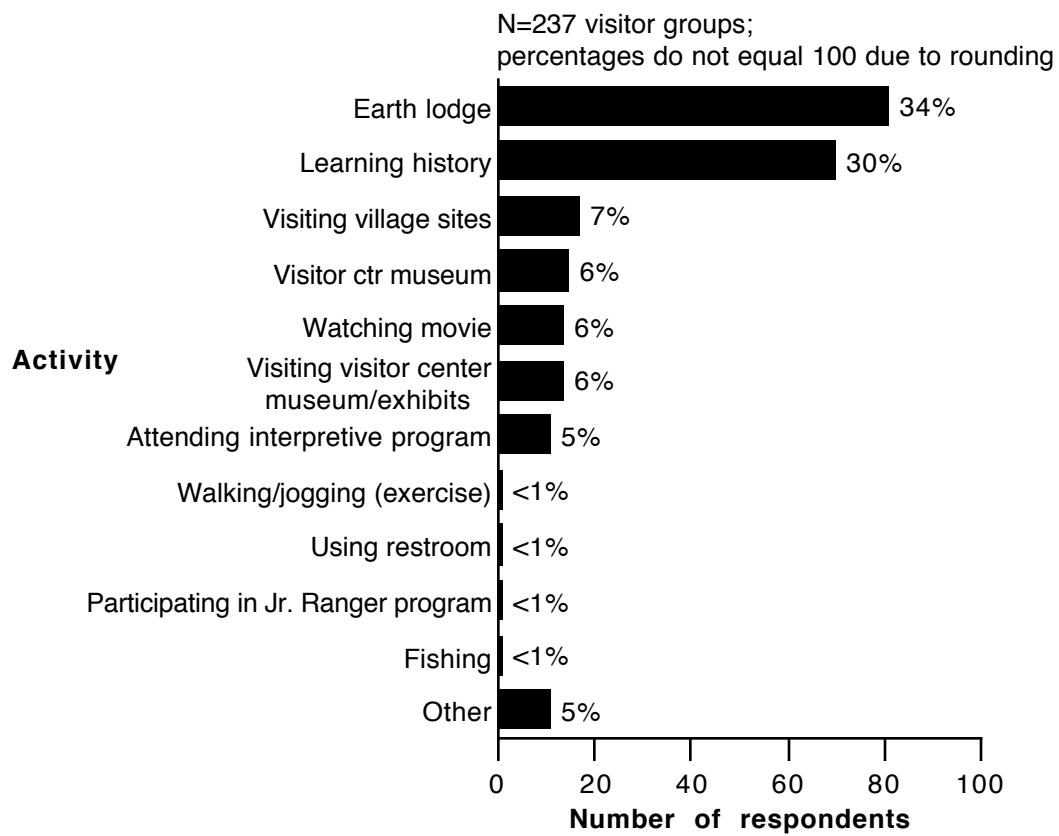


Figure 32: The most important activity

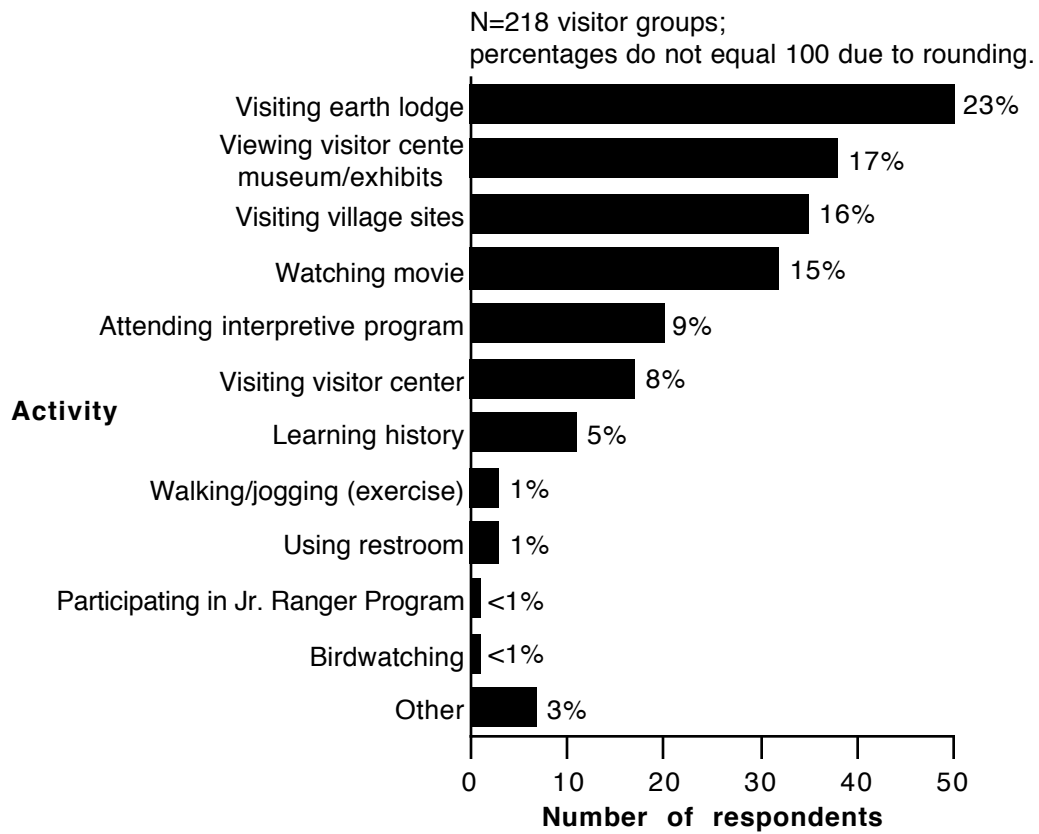


Figure 33: The second most important activity

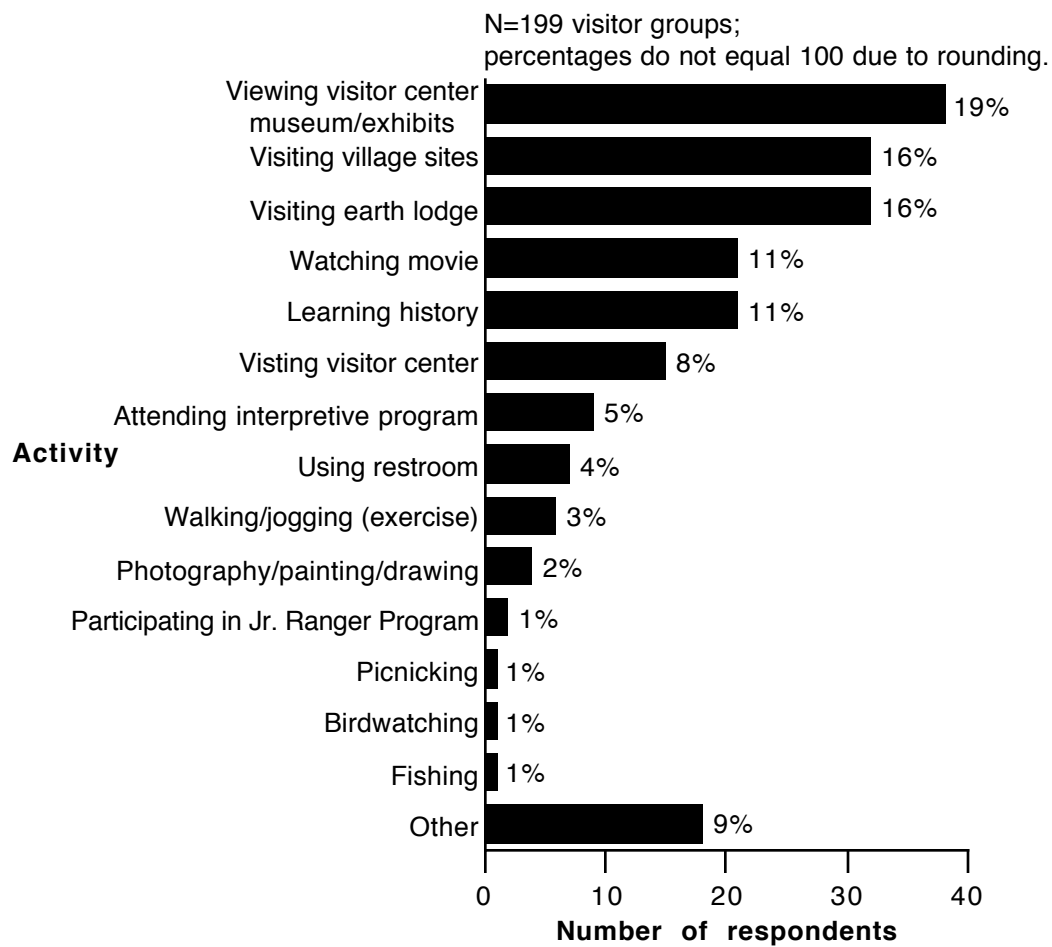


Figure 34: The third most important activity

Places visited/order visited

Visitor groups were asked to list the order in which they visited selected sites at Knife River Indian Villages NHS on this visit. Map 2 was provided to help visitors locate the areas they visited. Figure 35 shows that the most visited place was the visitor center (92%), followed by Lower Hidatsa Village (56%). The least visited place was the fishing hole (2%). The “other” sites that visitors visited included the earth lodge, outdoor exhibits area, cultural festival, trail, and private property beside the park.

The place most often visited first was the visitor center (94%), as shown in Figure 36. “Other” places visited first were the earth lodge and cultural festival.

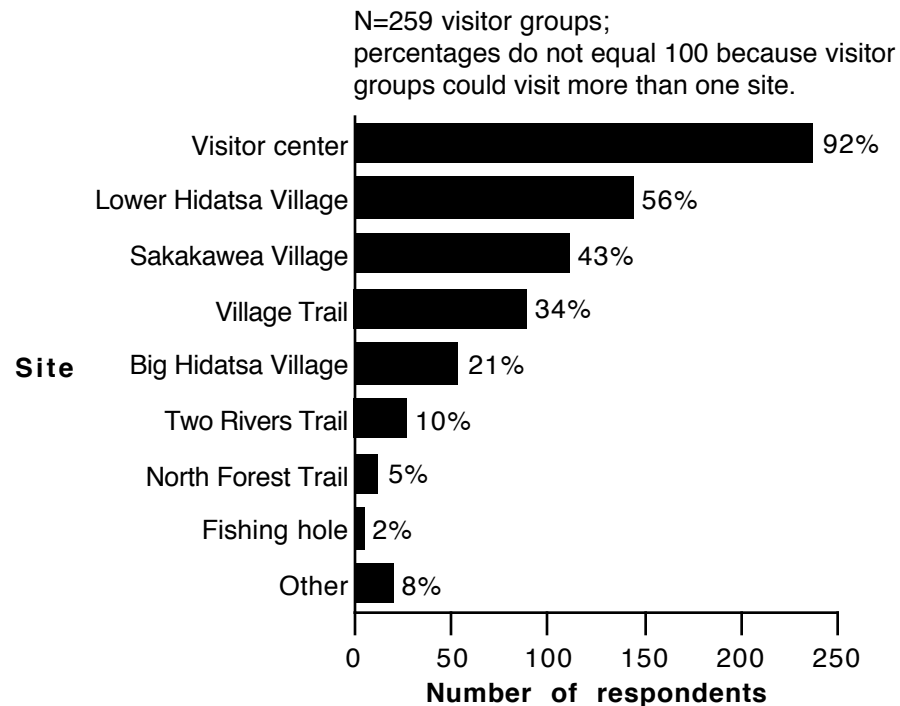


Figure 34: Places visited in Knife River Indian Villages NHS

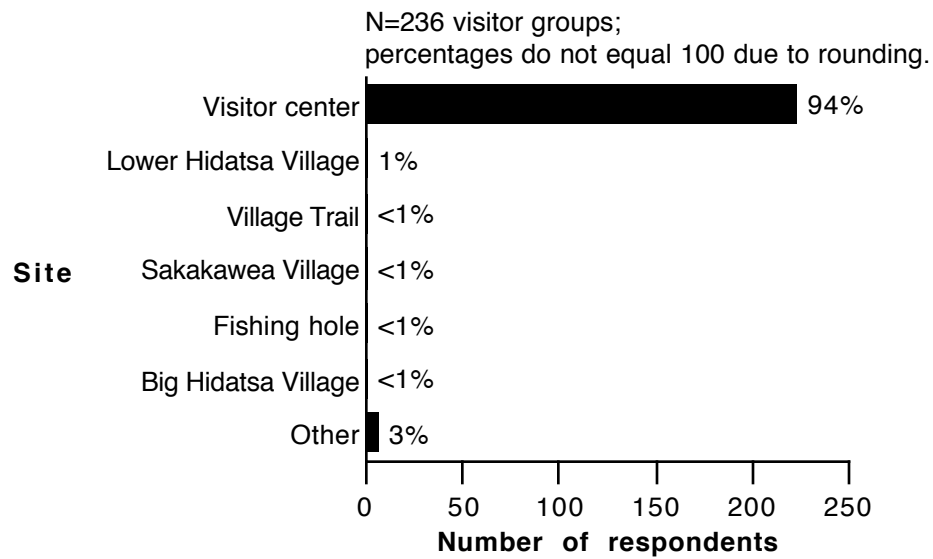
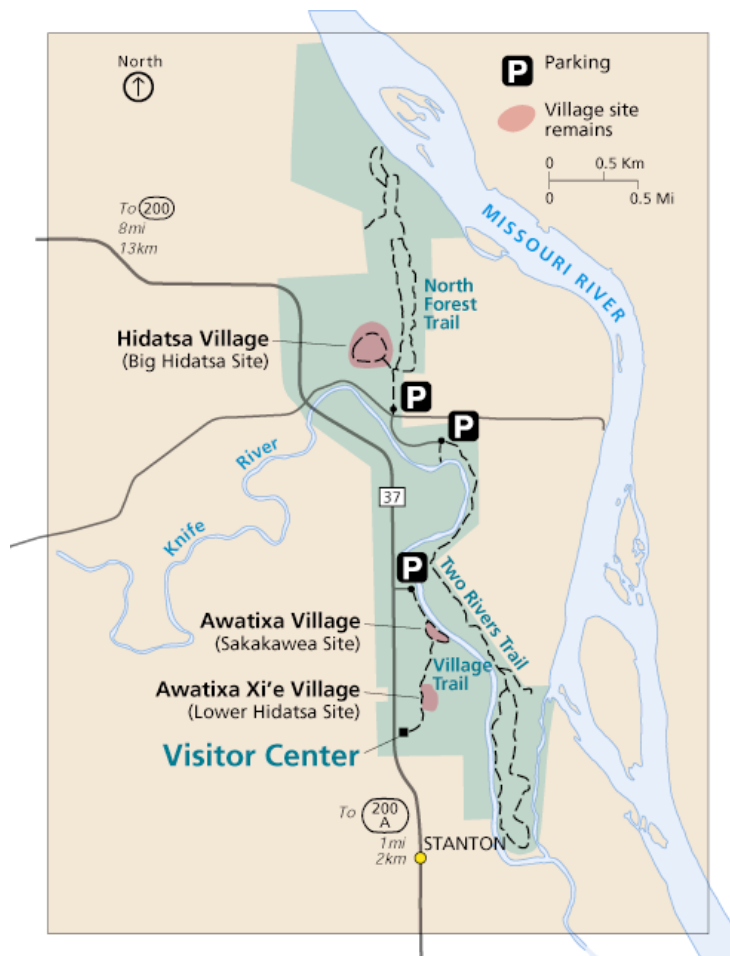


Figure 35: Sites visited first on this visit



Map 2: Knife River Indian Villages NHS

Visitors' expectations of Indian village sites

Visitor groups were asked whether the Indian village sites were what they expected. As shown in Figure 37, most visitor groups (71%) indicated that the Indian village sites were what they expected, 18% were not sure, and 11% said that the Indian village sites did not meet their expectations. If their expectations were not met, visitors were then asked to specify what they expected. They expected to see more earth lodges constructed, to see more genuine artifacts, to see more exhibits on the trail, and to interact with Native Americans.

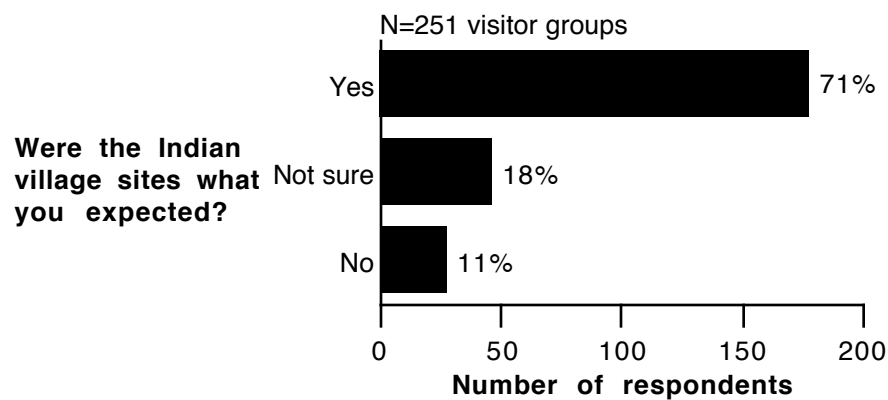


Figure 37: Visitor expectations about Indian village sites

Overnight accommodations

Visitor groups were asked a series of questions about overnight accommodations. Fifty-six percent of visitors stayed overnight away from home within the Knife River Indian Villages NHS area including Stanton, Washburn, Bismarck, Hazen, and Beulah, as shown in Figure 38.

Number of nights: Of the visitors staying overnight away from home in the area, visitors most often stayed one or two nights (76%), as shown in Figure 39.

Type of accommodations used: In the Knife River Indian Villages NHS area, 53% of visitors stayed in a lodge, motel, cabin, rented condo/home, or B&B while 32% stayed in a RV/trailer campground (see Figure 40). “Other” types of accommodations included wagon train and teepee camping.

Locations visitors stayed on the night before their arrival at Knife River Indian Villages NHS: Table 9 lists the town/ city where visitors stayed on the night before arriving at Knife River Indian Villages NHS.

Locations visitors stayed on the night after their departure from Knife River Indian Villages NHS: Table 10 lists the town/ city where visitors stayed on the night after departing from Knife River Indian Villages NHS.

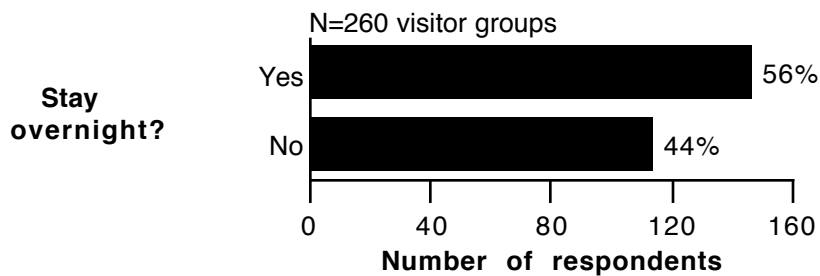


Figure 38: Overnight stays away from home within the Knife River Indian Villages NHS area (including Stanton, Washburn, Bismarck, Hazen and Beulah)

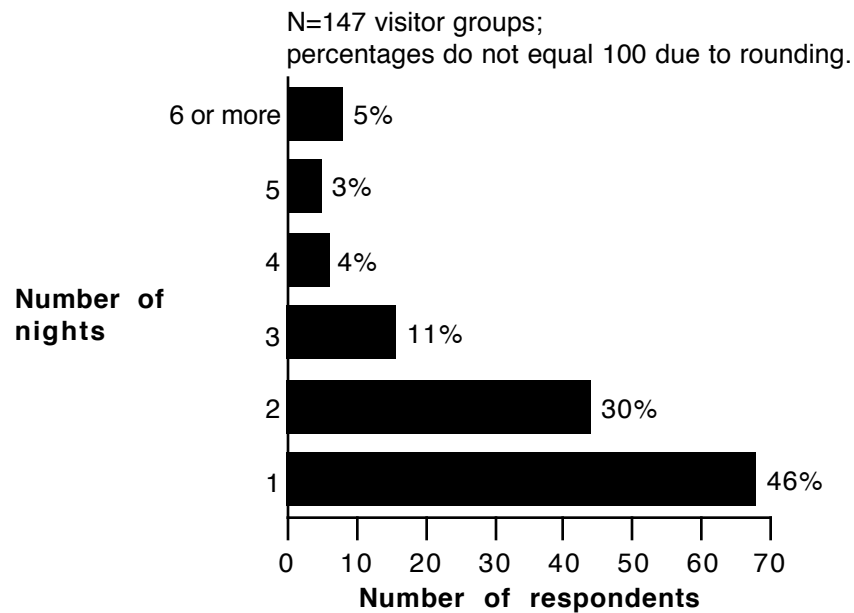


Figure 39: Number of nights spent in the Knife River Indian Villages NHS area

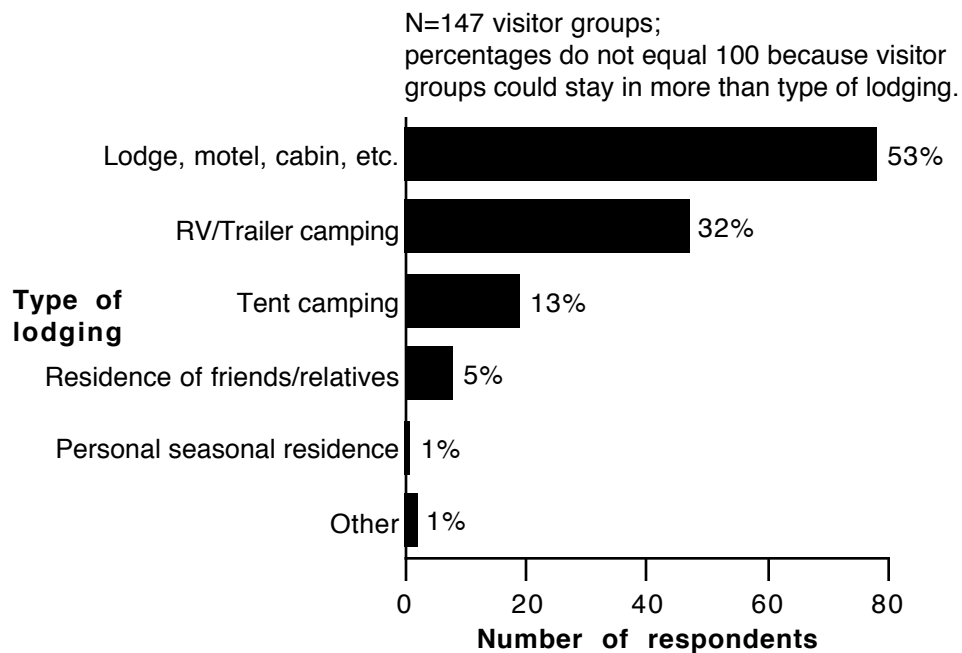


Figure 40: Type of accommodations used in the Knife River Indian Villages NHS area

Table 9: Town/city where visitors stayed on the night before their arrival at Knife River Indian Villages NHS

N=159 visitor groups

Town/ City	Number of times mentioned
Bismarck, ND	42
Washburn, ND	11
Mandan, ND	6
Stanton, ND	6
Garrison, ND	5
Jamestown, ND	5
Minot, ND	5
Pick City, ND	5
Cross Ranch State Park, ND	4
Dickinson, ND	4
Glendive, MT	4
Hazen, ND	4
Mobridge, SD	4
Pierre, SD	4
Theodore Roosevelt NP, ND	3
Williston, ND	3
Aberdeen, SD	2
Fargo, ND	2
Grand Forks, ND	2
Killdeer, ND	2
Miles City, MT	2
Alexandra, MN	1
Bellingham, MN	1
Bemidji, MN	1
Beulah, ND	1
Billings, MT	1
Bottineau, ND	1
Carrington, ND	1
Casselton, ND	1
Center, ND	1
Colorado Springs, CO	1
Culbertson, MT	1
Devils Lake, ND	1
Ellendale, ND	1
Fessenden, ND	1
Fort Abraham Lincoln, ND	1
Great Falls, MT	1

Table 9: Town/city where visitors stayed on the night before their arrival at Knife River Indian Villages NHS (continued)

Town/ City	Number of times mentioned
Hastings, MN	1
Lead, SD	1
McLean County, ND	1
Medora, ND	1
Moorhead, MN	1
New Salem, ND	1
New Town, ND	1
Owatanna, MN	1
Pipestone, MN	1
Regina, Canada	1
Riverdale, ND	1
Rhame, ND	1
Stanley, ND	1
Walker, MN	1
Watertown, SD	1
West Fargo, ND	1
Wilton, ND	1
Wolf Point, MT	1

Table 10: Town/city where visitors stayed on the night after their departure from Knife River Indian Villages NHS

N=143 visitor groups

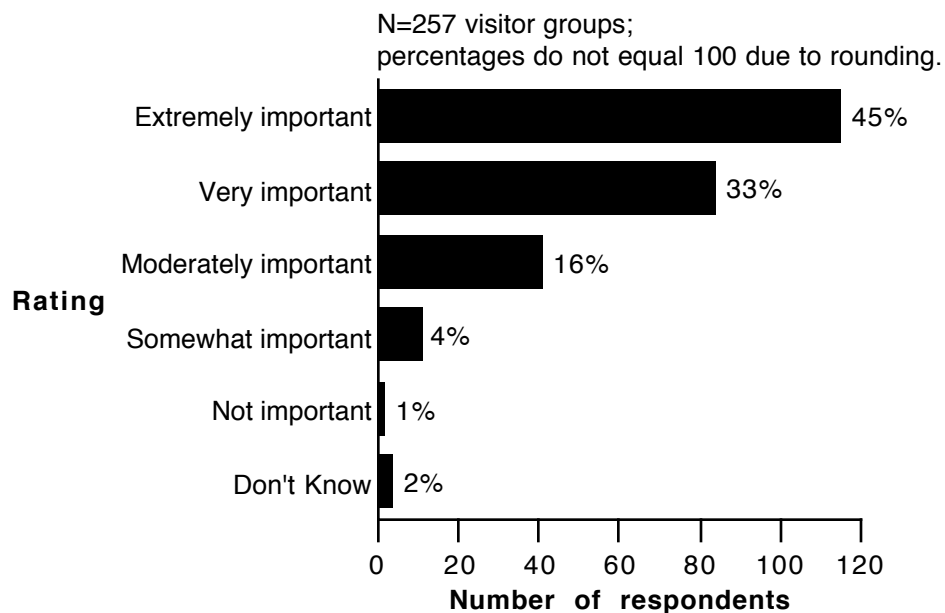
Town/ City	Number of times mentioned
Bismarck, ND	30
Medora, ND	12
Williston, ND	11
Washburn, ND	5
Mandan, ND	5
Garrison, ND	5
Theodore Roosevelt National Park, ND	4
Minot, ND	4
Hazen, ND	4
Grand Forks, ND	4
Dickinson, ND	4
Stanton, ND	3
Pick City, ND	3
Miles City, MT	3
Killdeer, ND	3
Glendive, MT	3
Cross Ranch State Park, ND	3
Watford City, ND	2
Sakakawea State Park, ND	2
Riverdale, ND	2
Pierre, SD	2
Moorhead, MN	2
Jamestown, ND	2
Yellowstone National Park, MT	1
Valley City, ND	1
Tioga, ND	1
Sisseton, SD	1
Salina, KS	1
Regina, Saskatchewan, Canada	1
New Town, ND	1
New Salem, ND	1
Mobridge, SD	1
Minneapolis, MN	1
McLean County, ND	1
Lead, SD	1
Hettinger, ND	1
Hastings, MN	1
Colorado Springs, CO	1
Coleharbor, ND	1

**Table 10: Town/city where visitors stayed on the night
after their departure from Knife River Indian Villages NHS
(continued)**

Town/ City	Number of times mentioned
Choteau, MT	1
Cheyenne River, SD	1
Center, ND	1
Carrington, ND	1
Billings, MT	1
Beulah, ND	1
Badlands National Park, SD	1
Abraham Lincoln State Park, ND	1
Aberdeen, SD	1

Importance of selected Knife River Indian Villages NHS resources/qualities

The following question was posed in the questionnaire, "It is the National Park Service's responsibility to protect the natural, scenic, and cultural resources at Knife River Indian Villages NHS while providing for public enjoyment. How important are the following qualities/ resources in the park to you?" Figures 41 to 49 show the importance ratings for selected Knife River Indian Villages NHS qualities/ resources. Those that received the highest "extremely important" and "very important" ratings included village/archeological sites (93%), Native American culture (93%), and educational opportunities (88%), as shown in Figure 50. The quality/resource that received the highest "not important" rating was recreational opportunities (12%). "Other" qualities/resources included plant identification, general sense of respect for our forefathers, and people who are really passionate about the park.

**Figure 41: Importance of native prairie restoration**

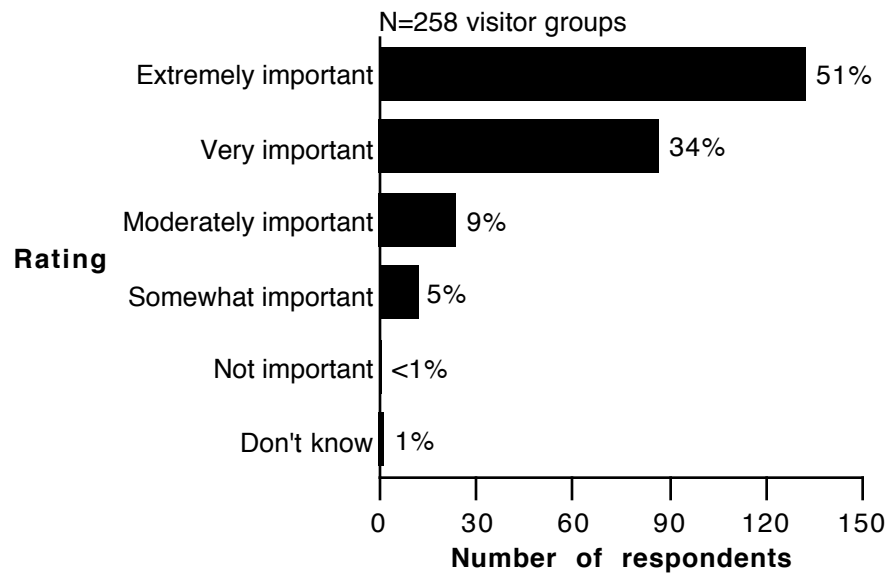


Figure 42: Importance of wildlife

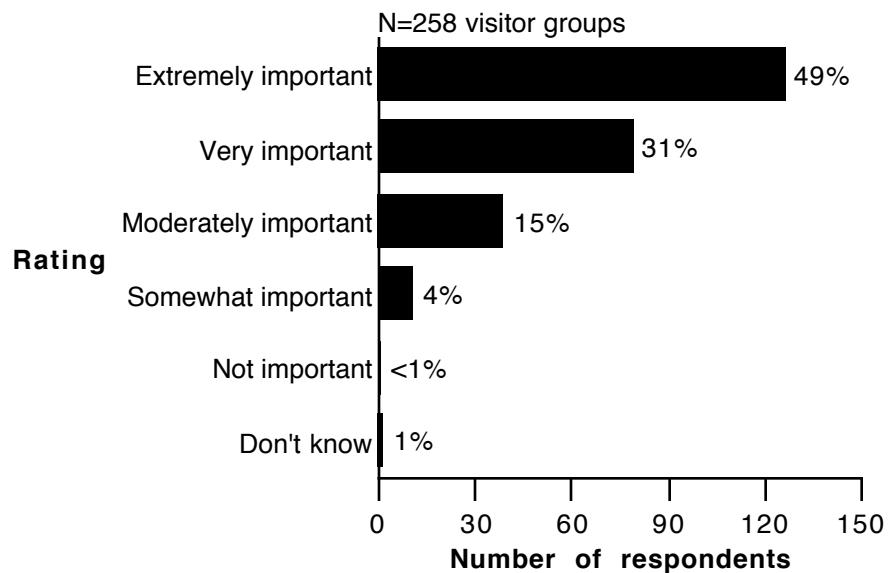


Figure 43: Importance of natural quiet/ sounds of nature

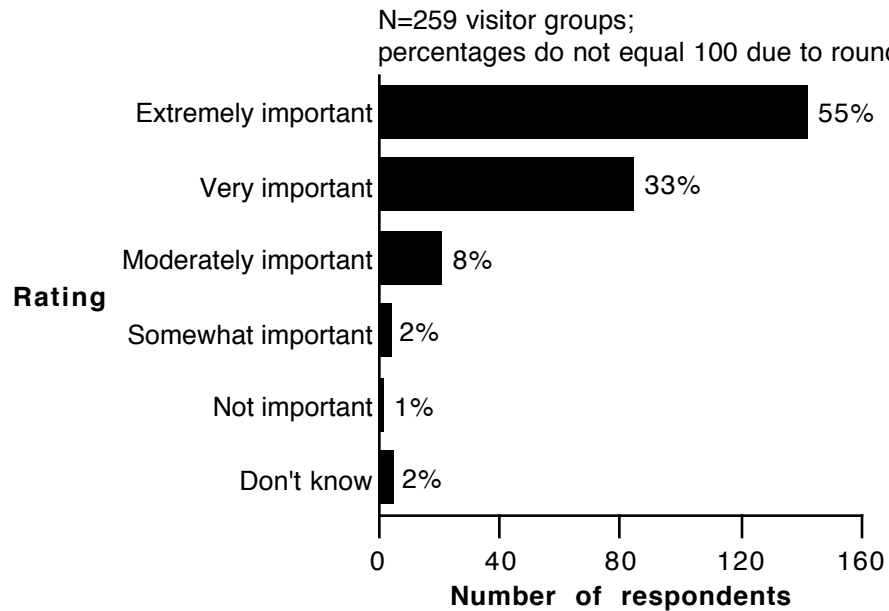


Figure 44: Importance of educational opportunities

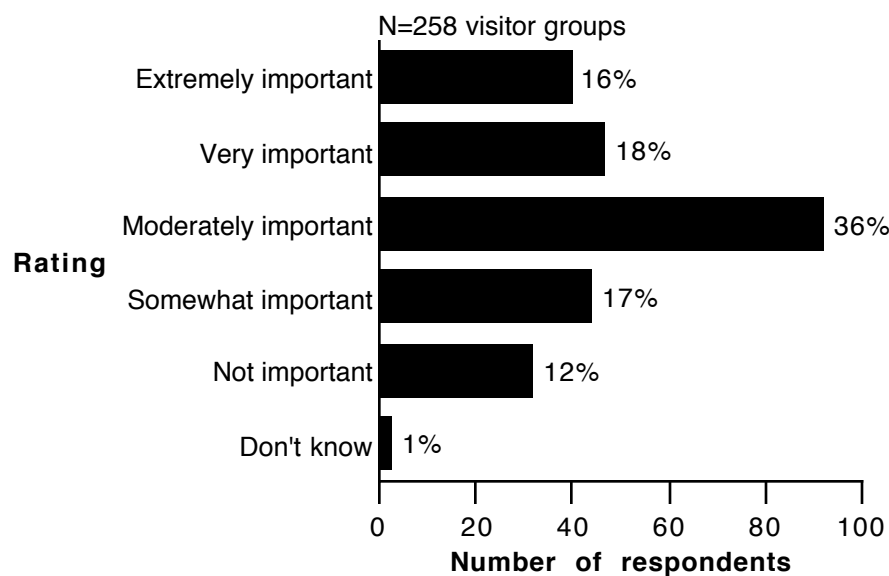


Figure 45: Importance of recreational opportunities

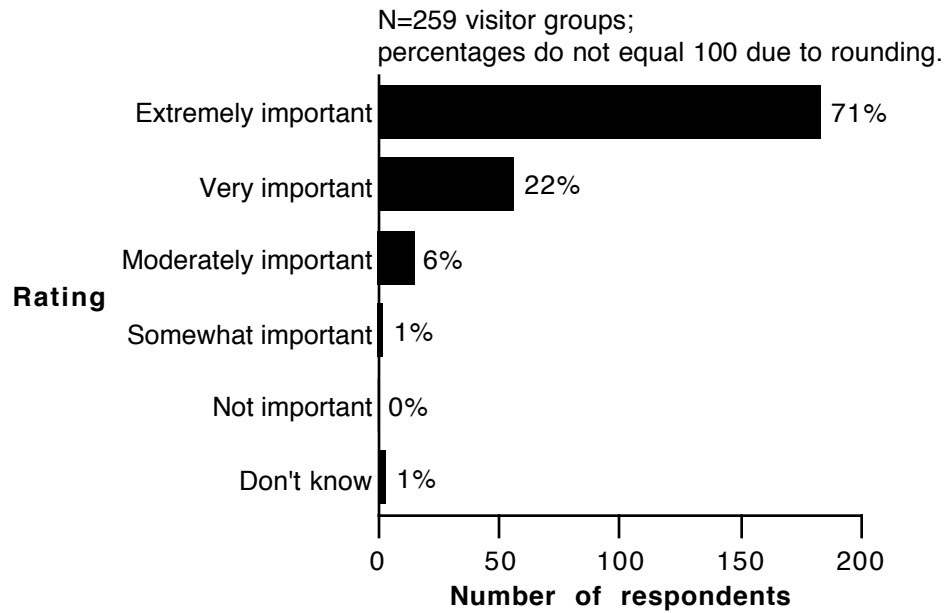


Figure 46: Importance of village/archeological sites

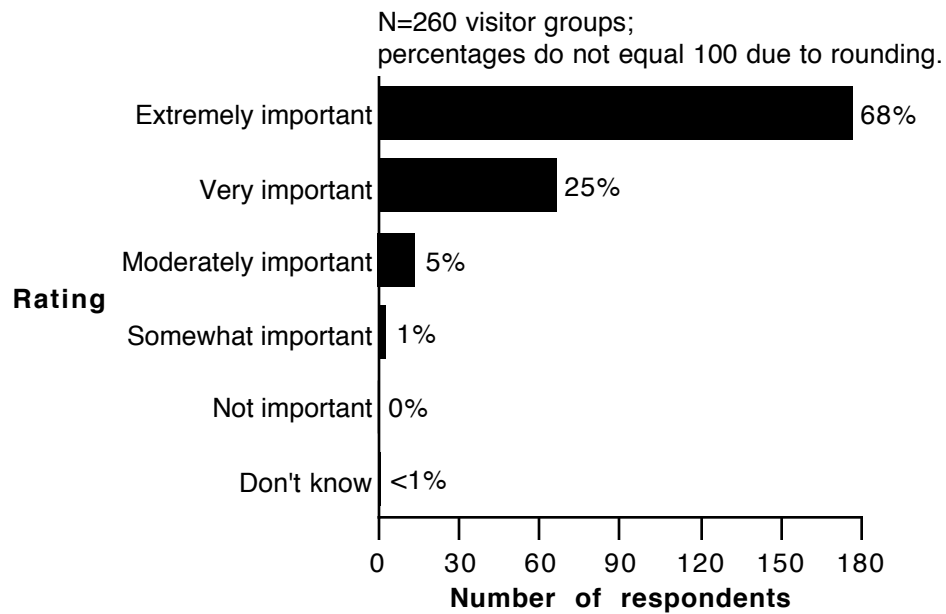


Figure 47: Importance of Native American culture

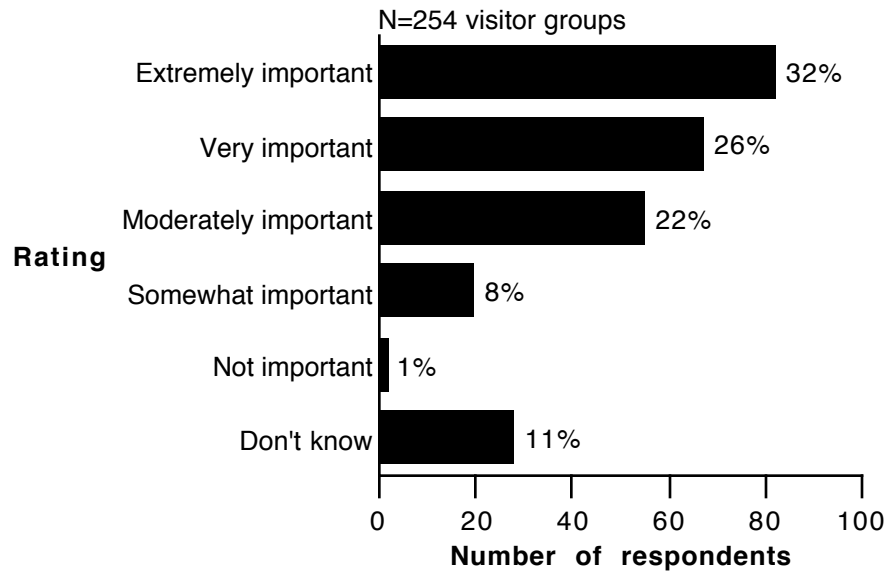


Figure 48: Importance of floodplain forest

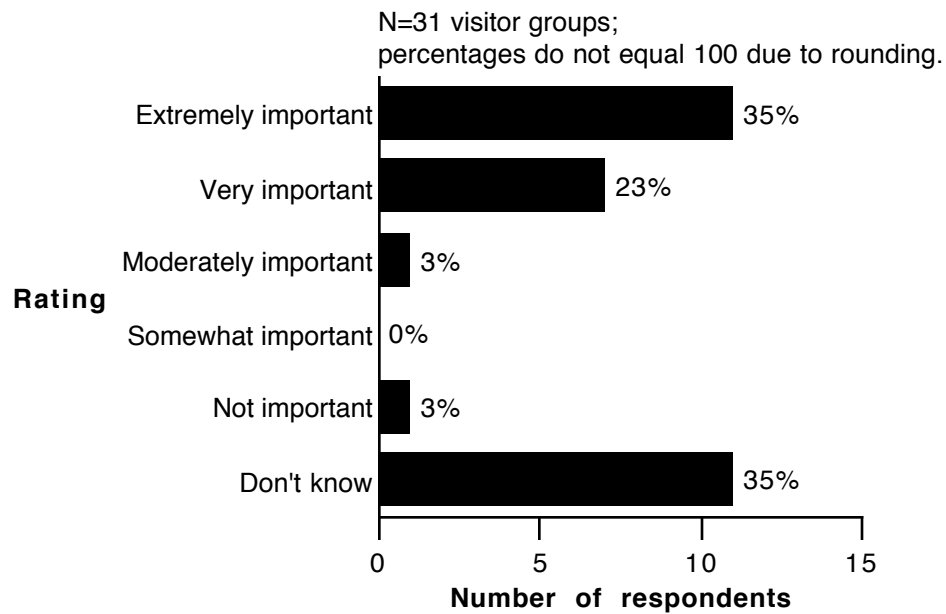


Figure 49: Importance of "other" qualities/resources

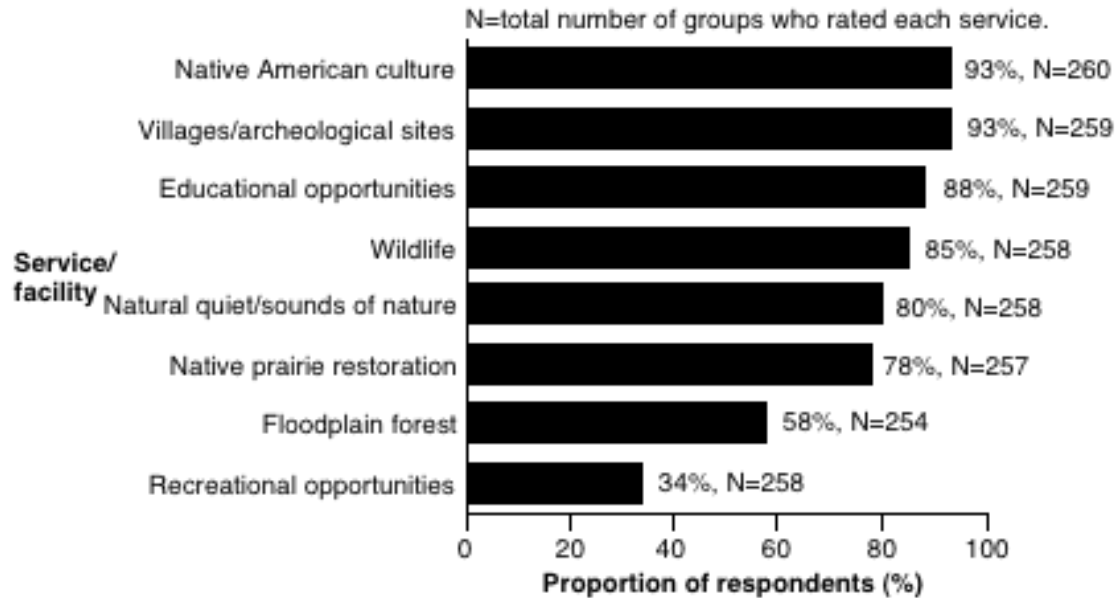


Figure 50: Combined "extremely important" and "very important" ratings for park qualities/resources

Visitor services and facilities: use, importance and quality

Visitors were asked to note the visitor services and facilities they used during this visit to Knife River Indian Villages NHS. The most used services and facilities included the visitor center exhibits (92%), restrooms (90%), and parking area (77%), as shown in Figure 51. The least used service was the electric cart to the historic village (2%).

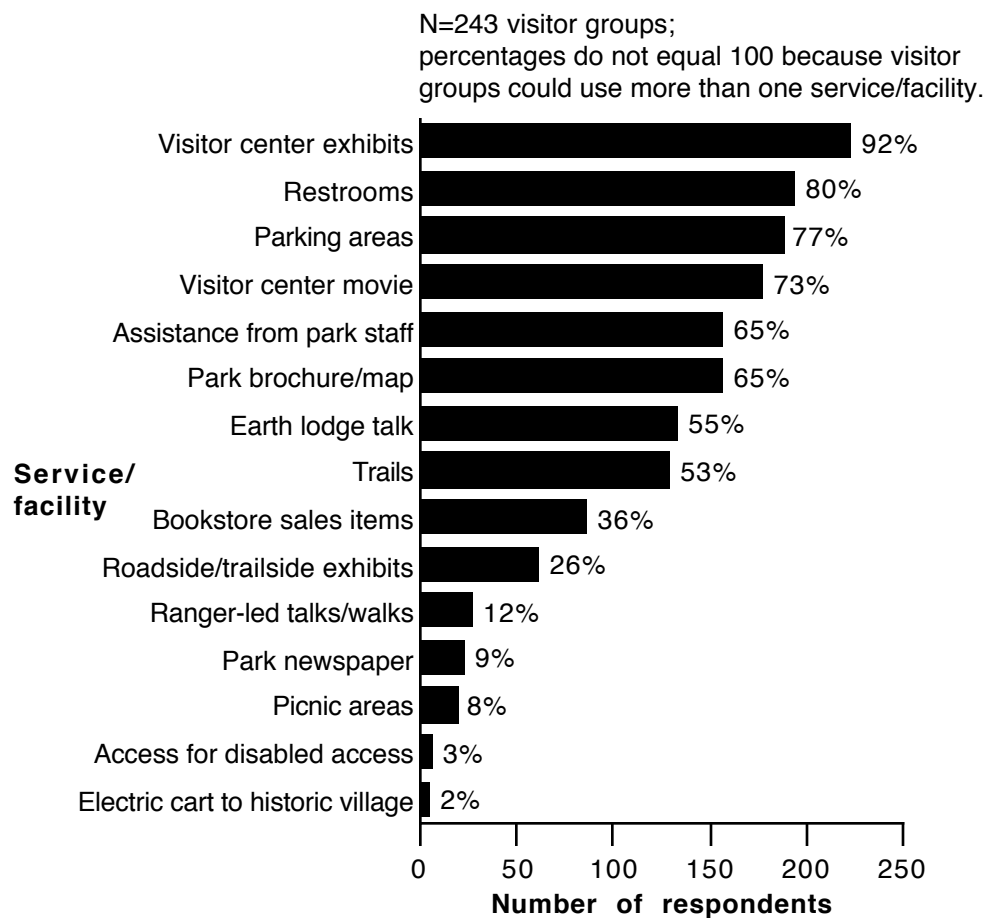


Figure 51: Services and facilities used

Visitor groups rated the importance and quality of each of the information services and facilities they used. The following five-point scales were used in the questionnaire.

IMPORTANCE
5=extremely important
4=very important
3=moderately important
2=somewhat important
1=not important

QUALITY
5=very good
4=good
3=average
2=poor
1=very poor

The average importance and quality ratings for each service and facility were determined based on ratings provided by visitors who used each service and facility. Figures 52 and 53 show the average importance and quality ratings for each of the park services and facilities. All services and facilities were rated above average in importance and quality. Note: park newspaper, electric cart to historic village, picnic areas, and access for disabled persons were not rated by enough visitors to provide reliable data.

Figures 54-68 show the importance ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “extremely important” or “very important” ratings included visitor center exhibits (87%), earth lodge talk (85%), and assistance from park staff (82%). The highest proportion of “not important” ratings was for bookstore sales items (5%).

Figures 69-83 show the quality ratings that were provided by visitor groups for each of the individual facilities. Those facilities receiving the highest proportion of “very good” or “good” ratings included restrooms (97%), assistance from park staff, earth lodge talk, and visitor center exhibits (each 93%). The highest proportion of “very poor” ratings was for visitor center movie, and bookstore sales items (each 3%).

Figure 84 combines the “very good” and “good” quality ratings and compares those ratings for all of the services and facilities.

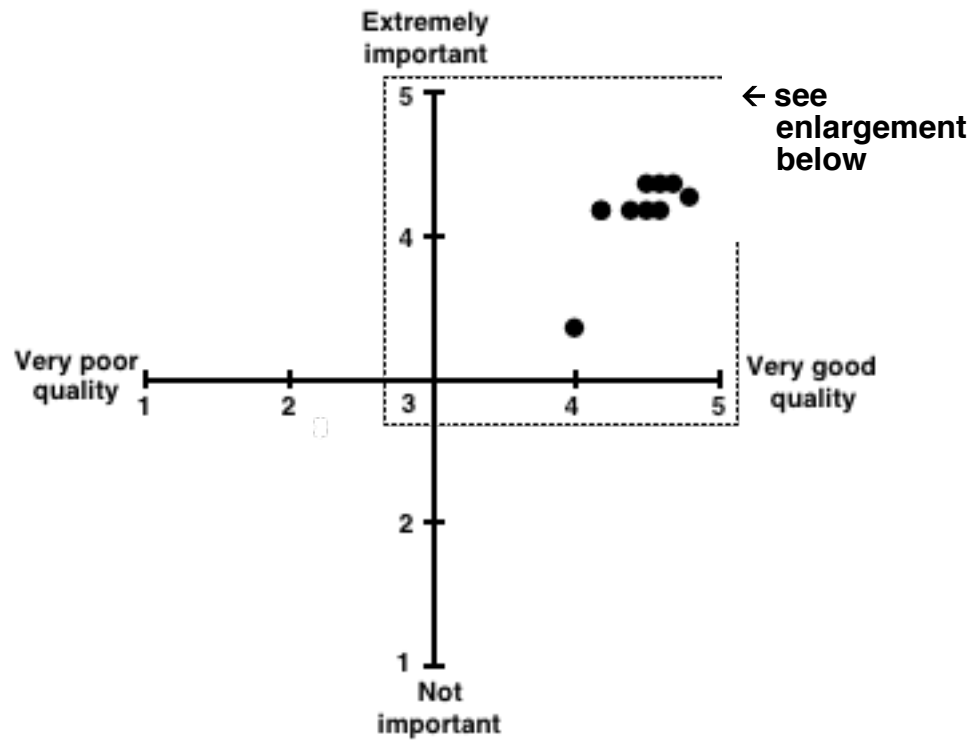


Figure 52: Average ratings of service/facility importance and quality

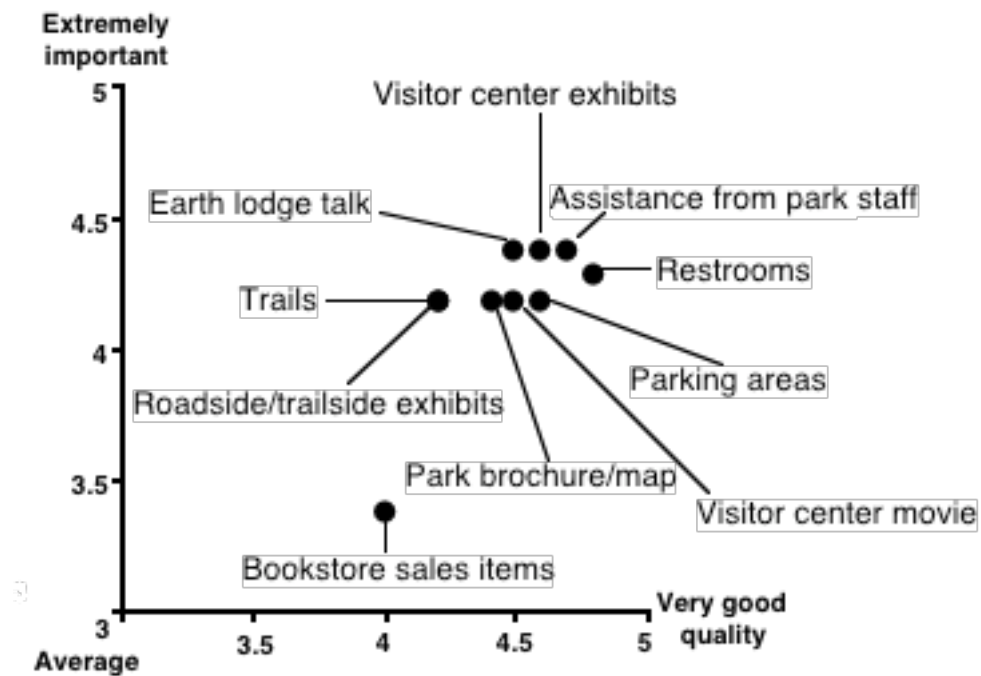


Figure 53: Detail of Figure 52

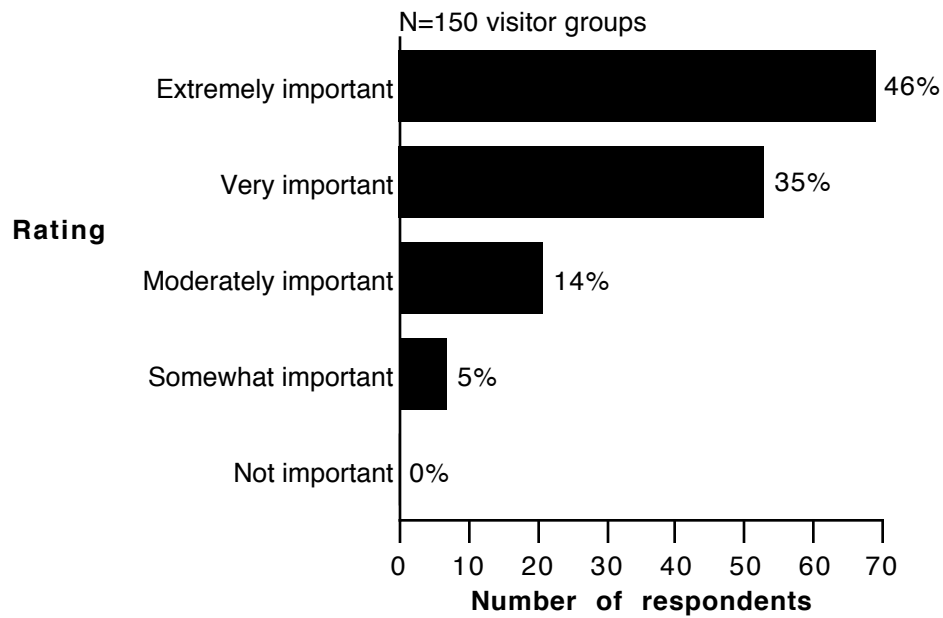


Figure 54: Importance of park brochure/map

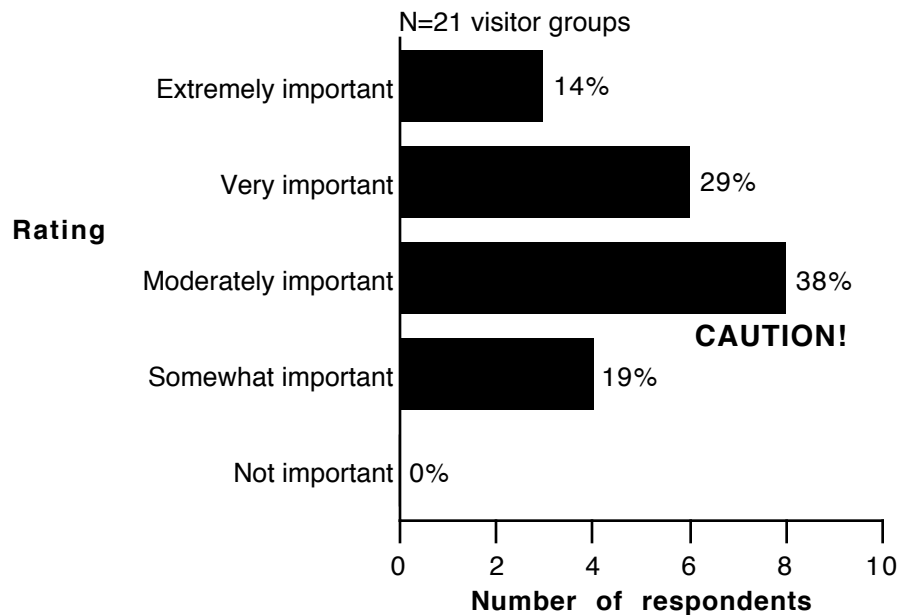


Figure 55: Importance of park newspaper

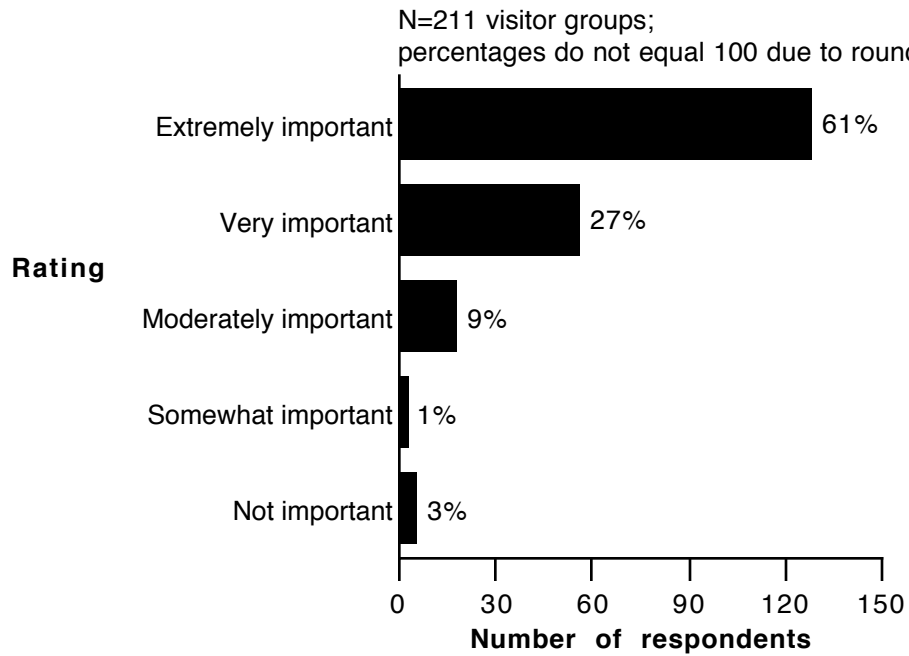


Figure 56: Importance of visitor center exhibits

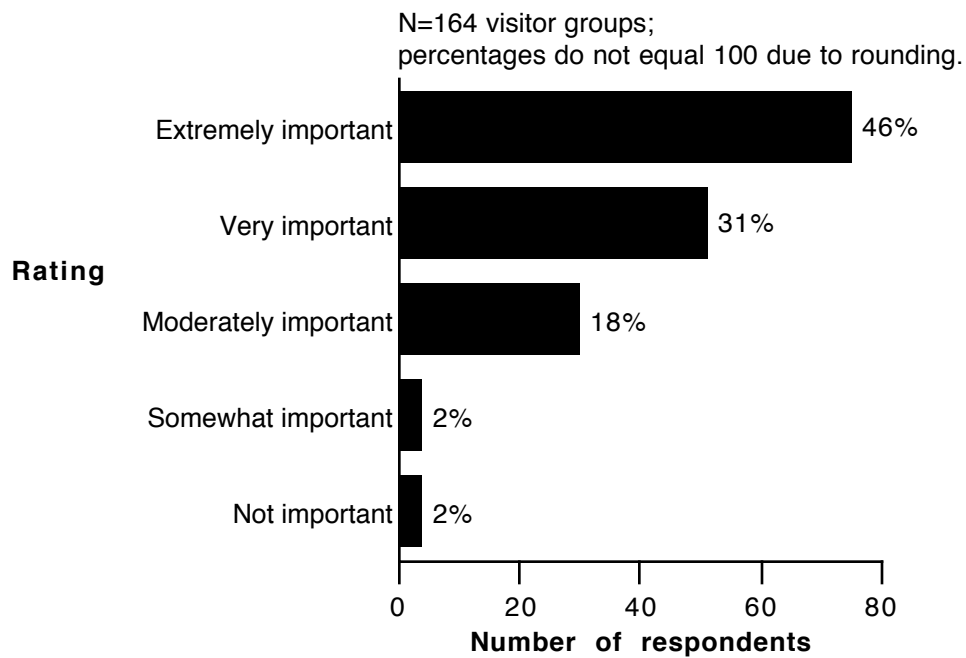


Figure 57: Importance of visitor center movie

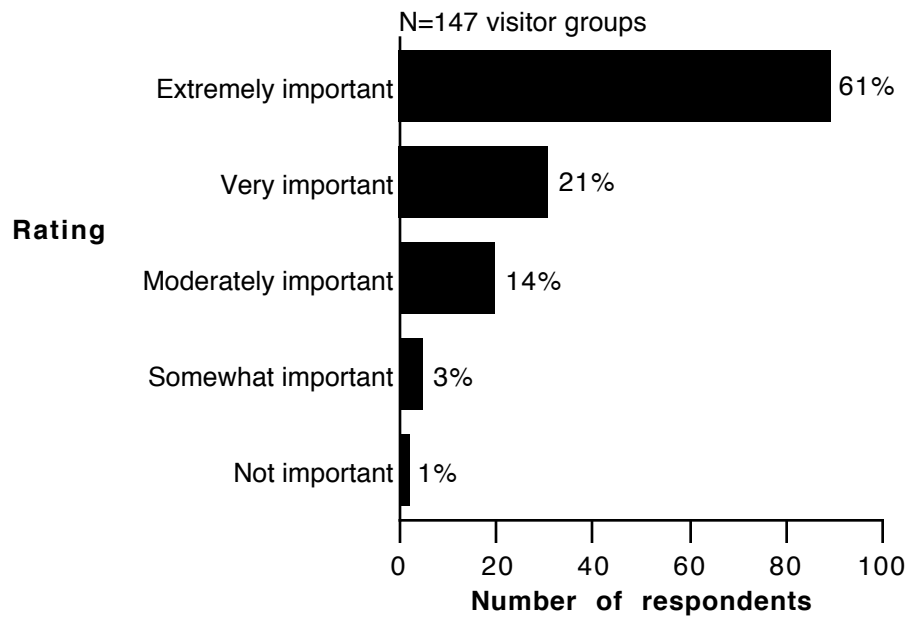


Figure 58: Importance of assistance from park staff

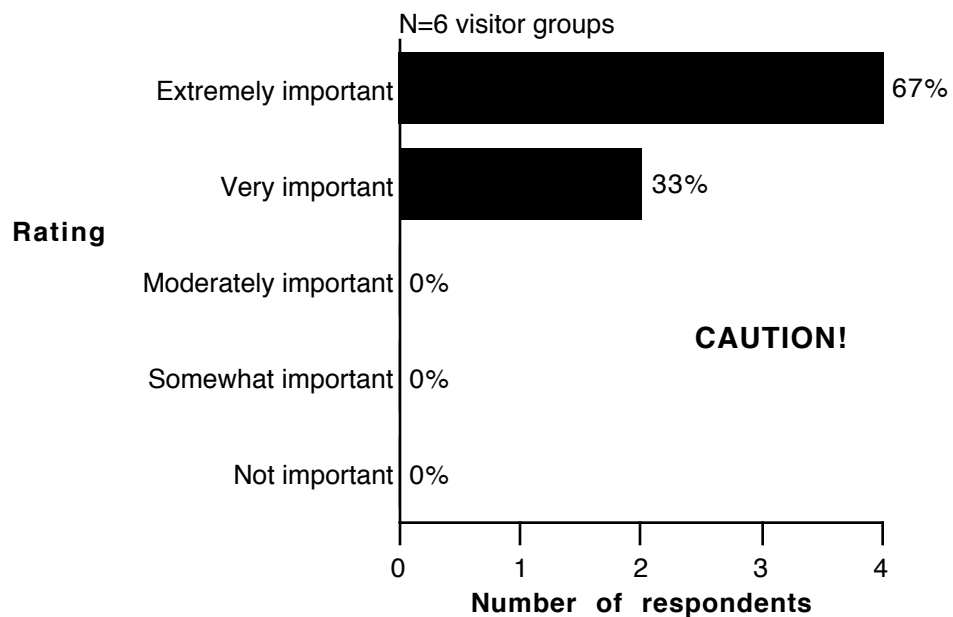


Figure 59: Importance of electric cart to historic village

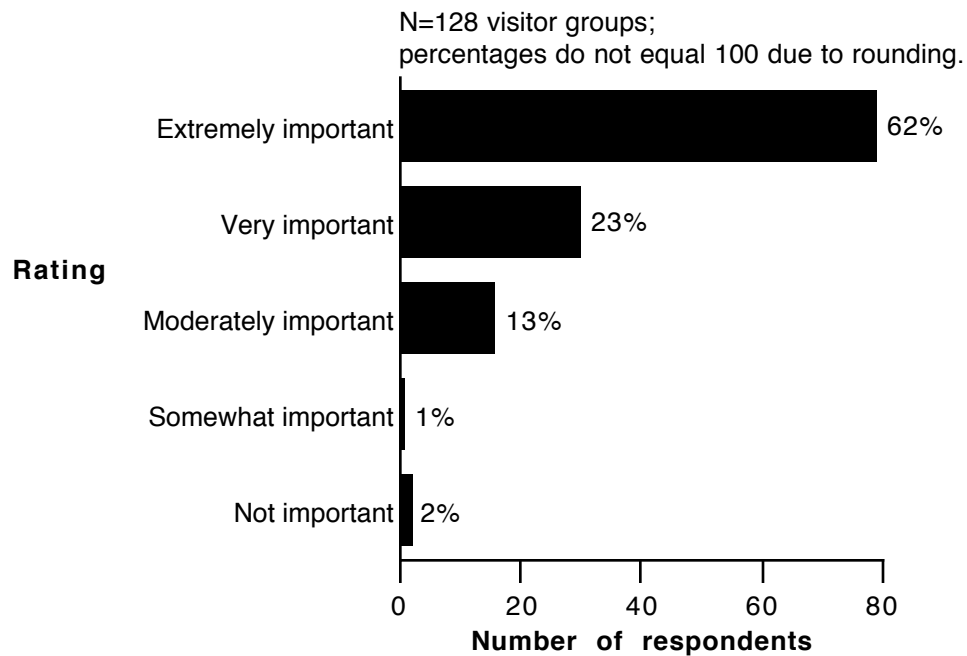


Figure 60: Importance of earth lodge talk

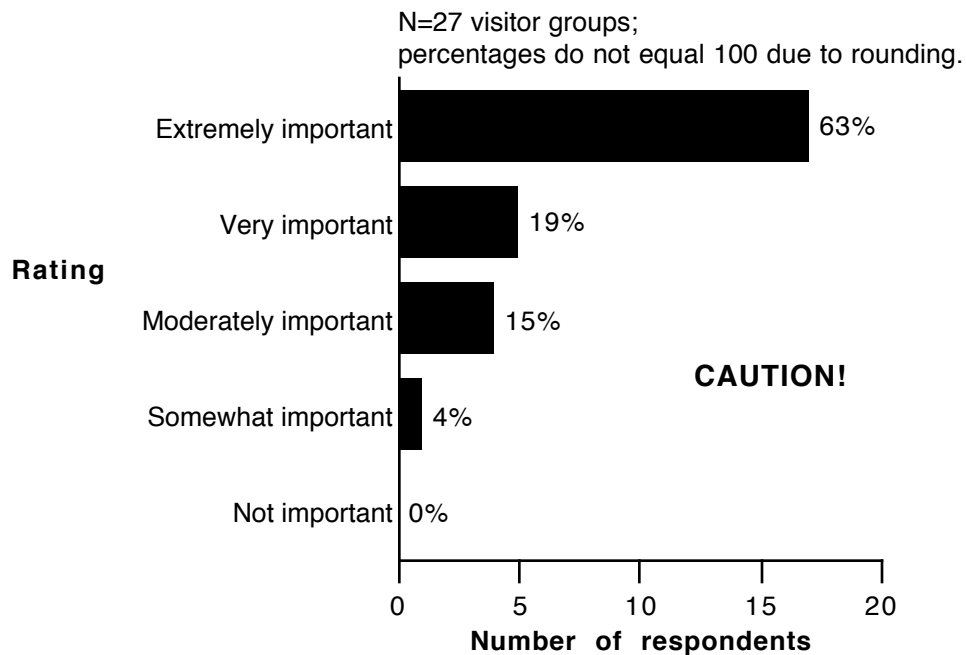


Figure 61: Importance of ranger-led walks/talks

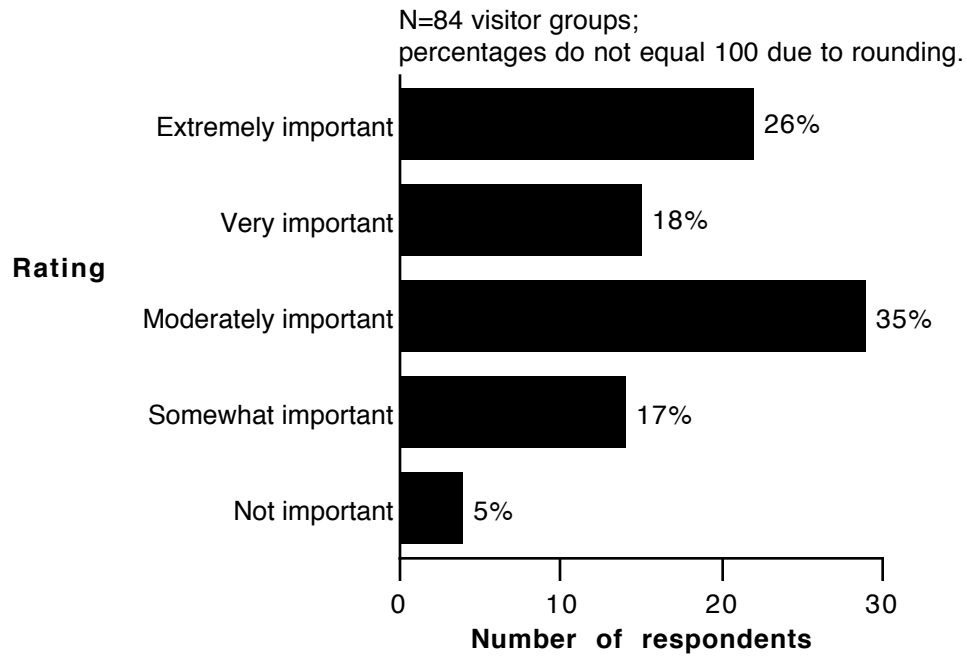


Figure 62: Importance of bookstore sales items (selection, quality, price, etc.)

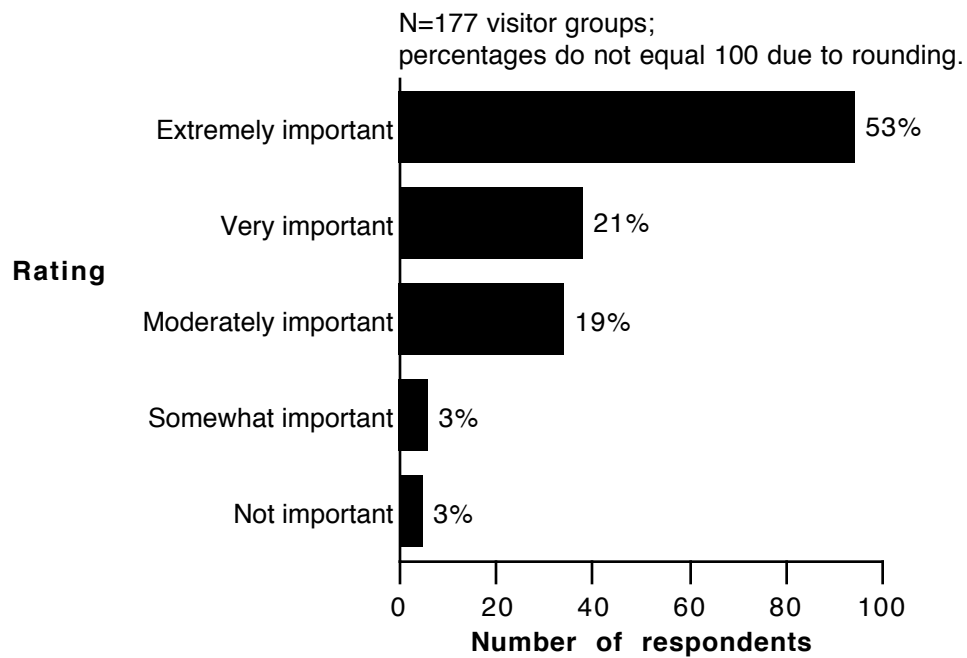
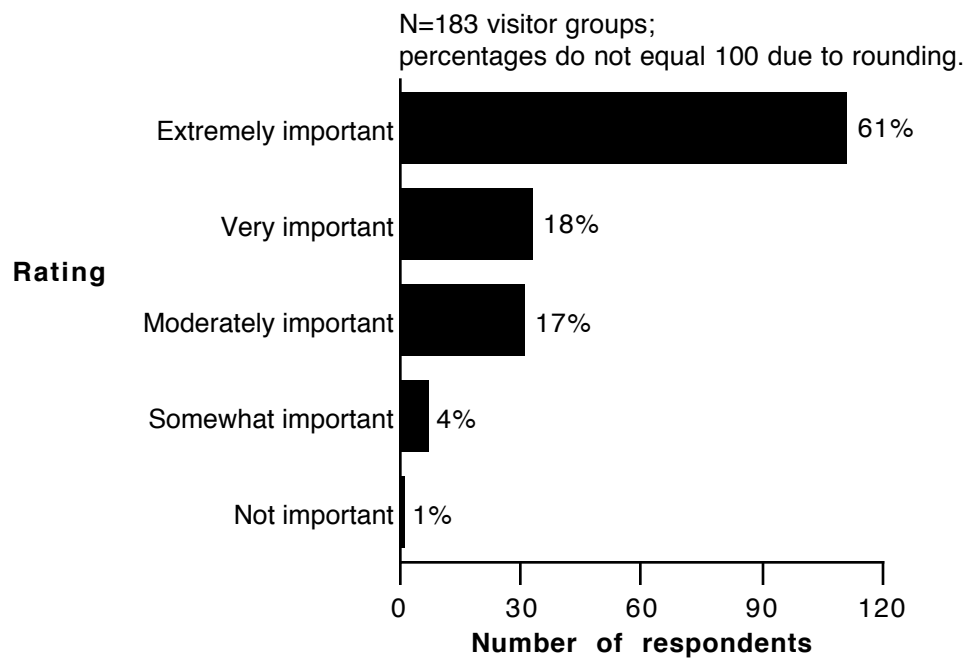
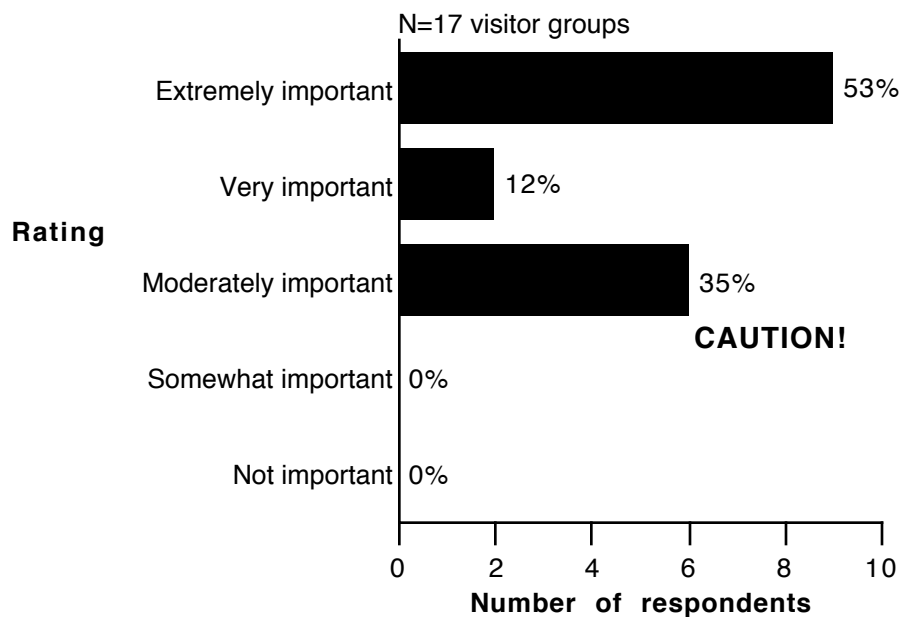


Figure 63: Importance of parking areas

**Figure 64: Importance of restrooms****Figure 65: Importance of picnic areas**

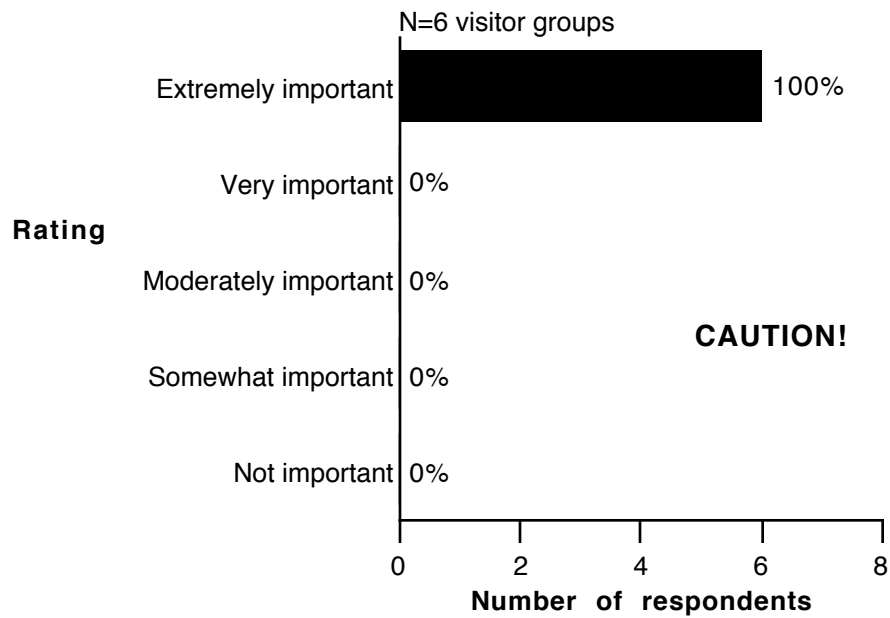


Figure 66: Importance of access for disabled persons

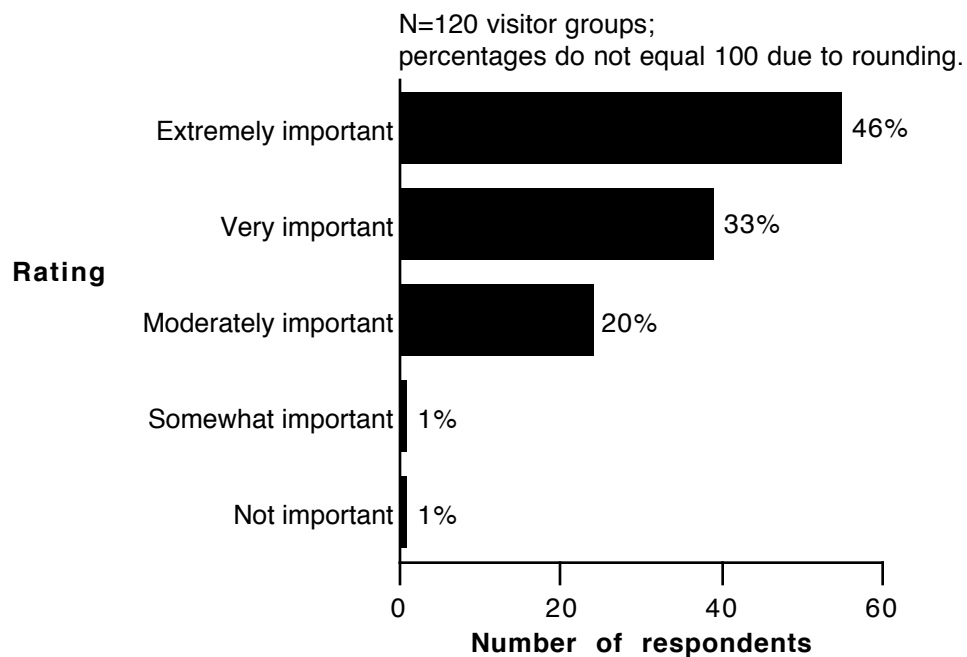


Figure 67: Importance of trails

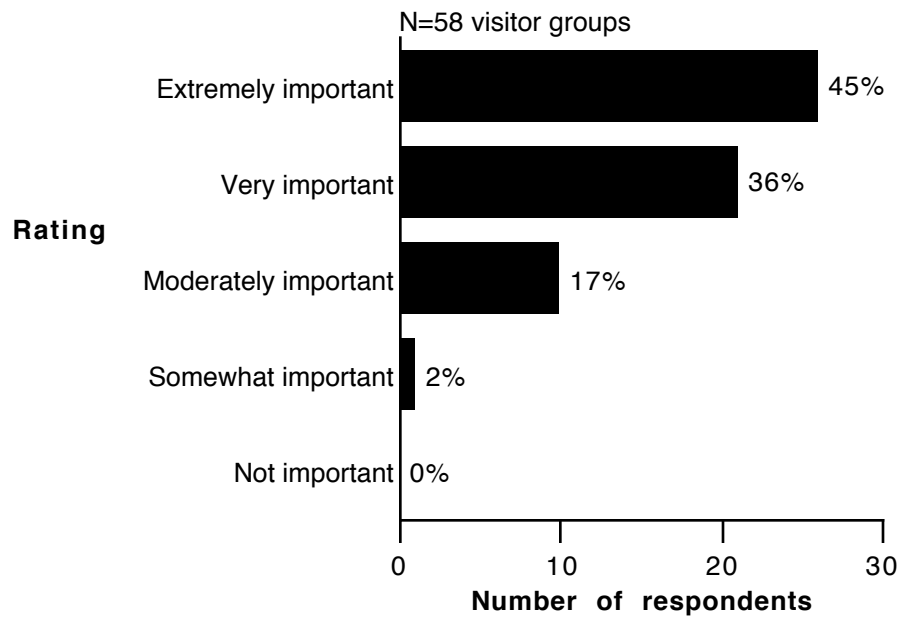


Figure 68: Importance of roadside/trailside exhibits

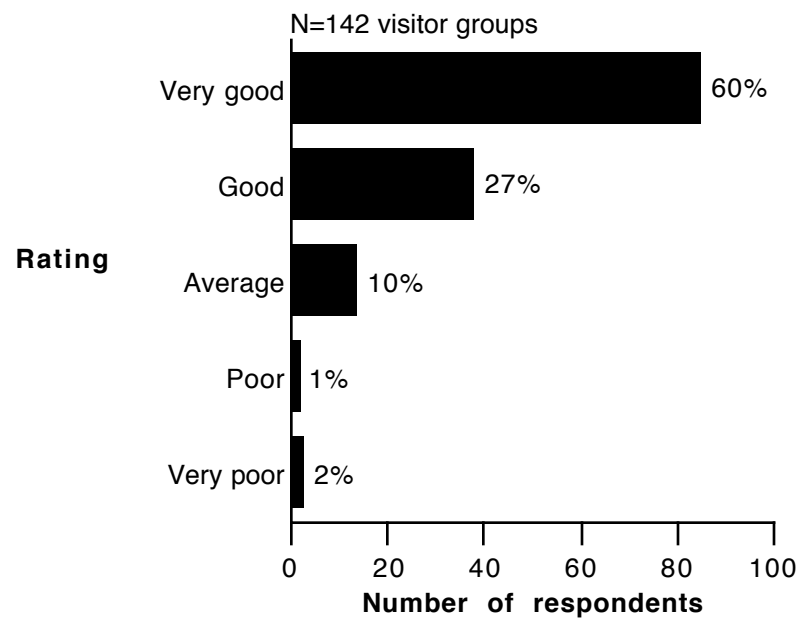


Figure 69: Quality of park brochure/map

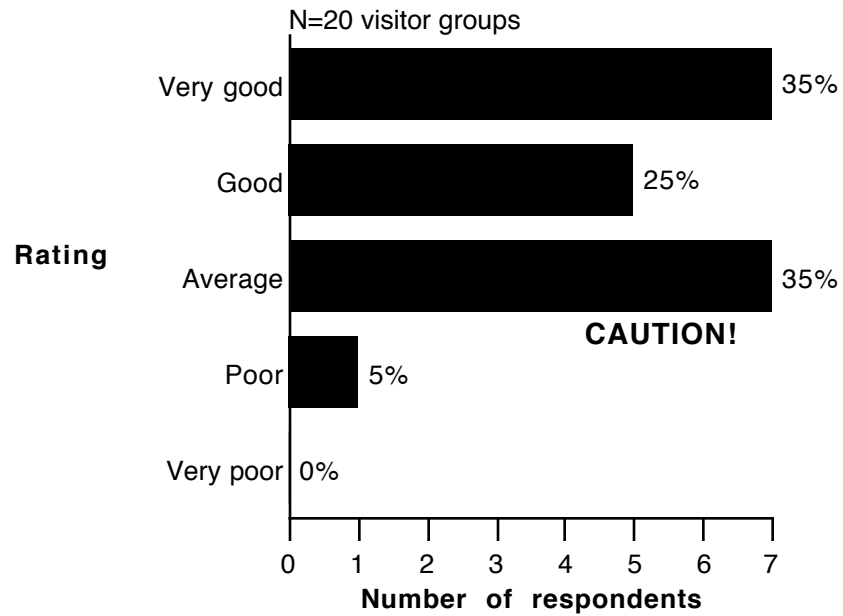


Figure 70: Quality of park newspaper

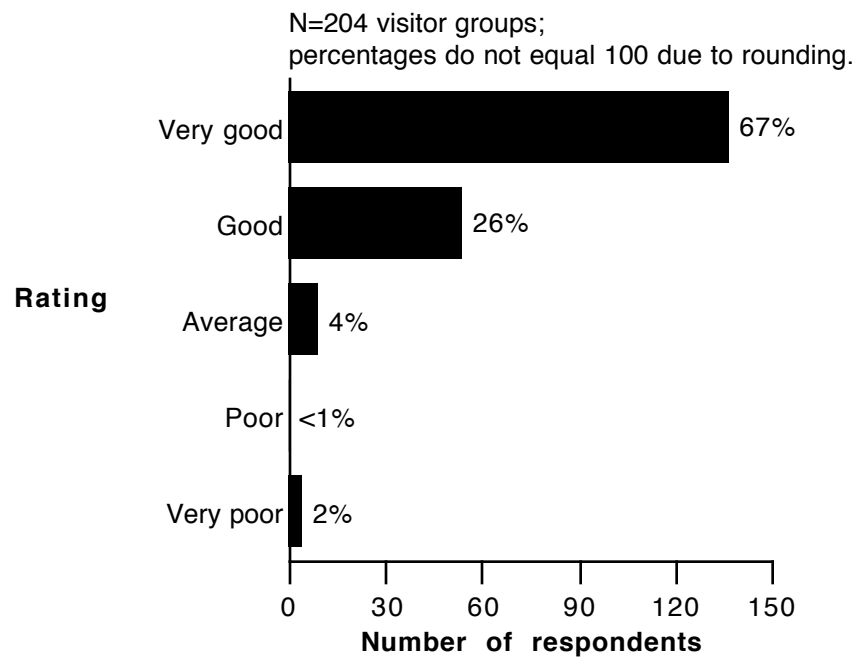
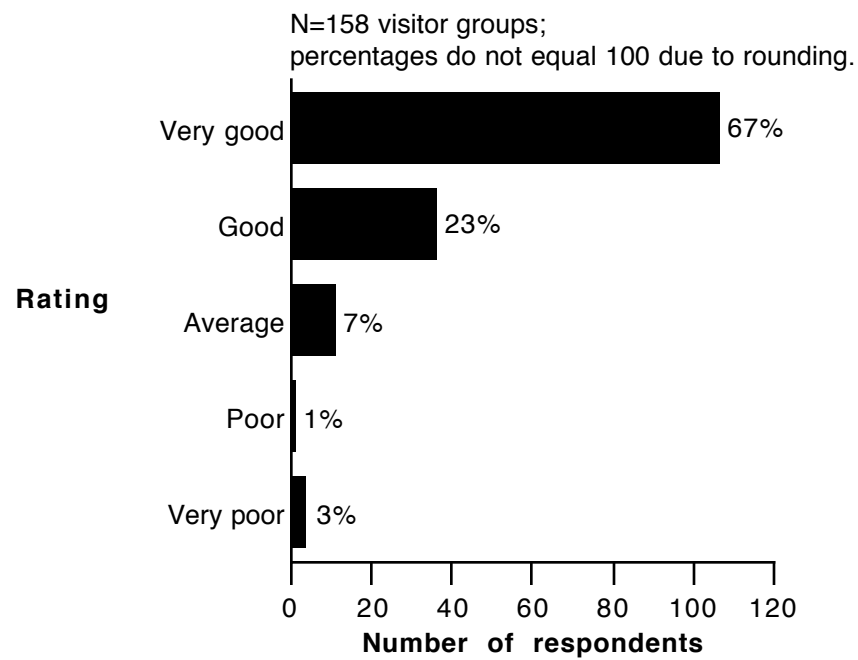
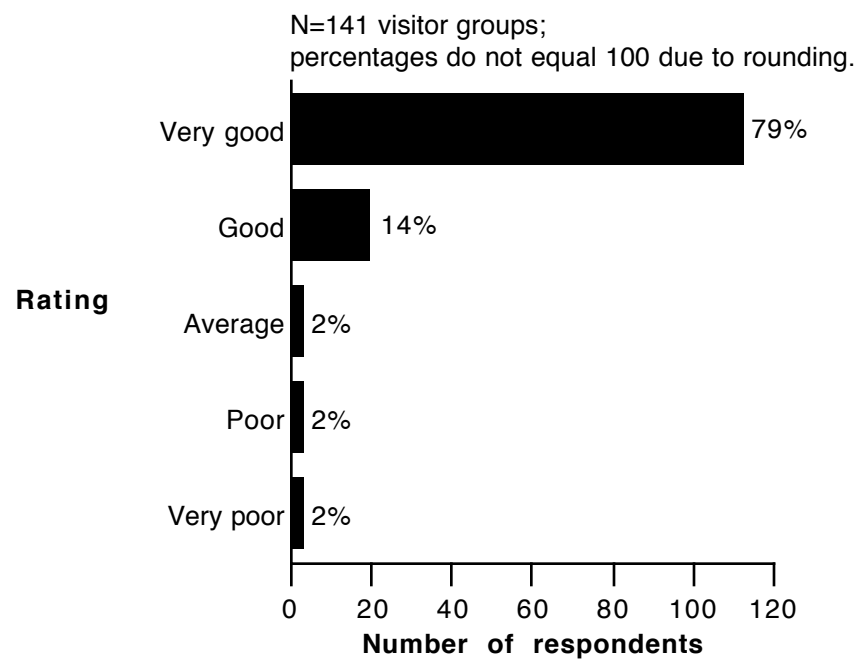


Figure 71: Quality of visitor center exhibits

**Figure 72: Quality of visitor center movie****Figure 73: Quality of assistance from park staff**

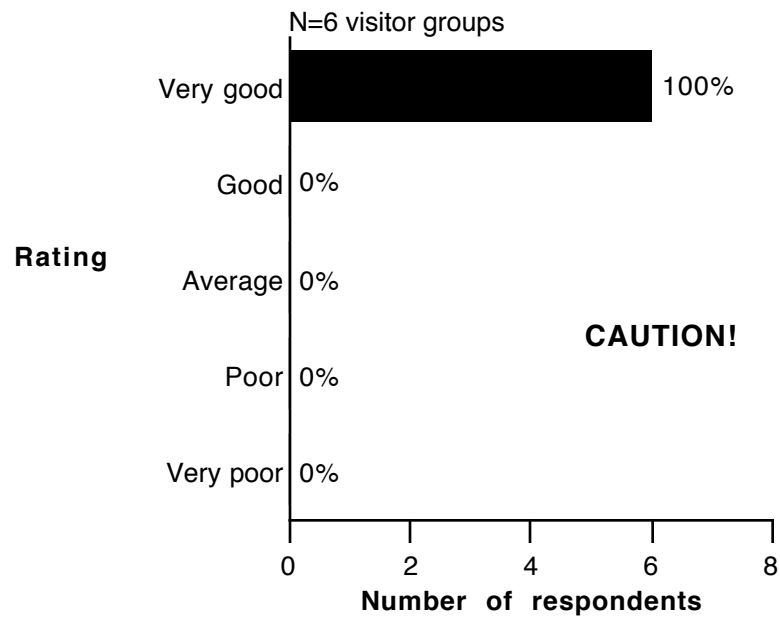


Figure 74: Quality of electric cart to historic village

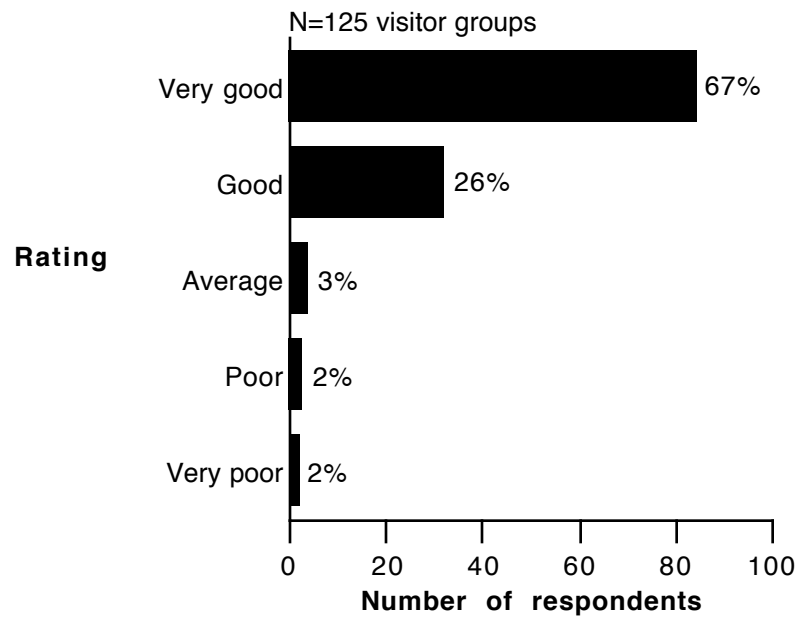


Figure 75: Quality of earth lodge talk

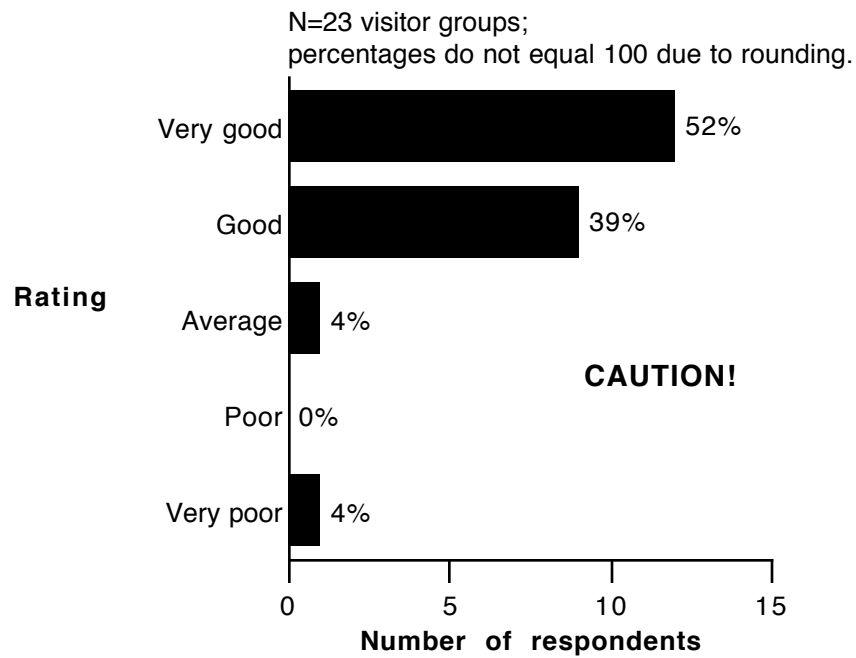


Figure 76: Quality of ranger-led walks/talks

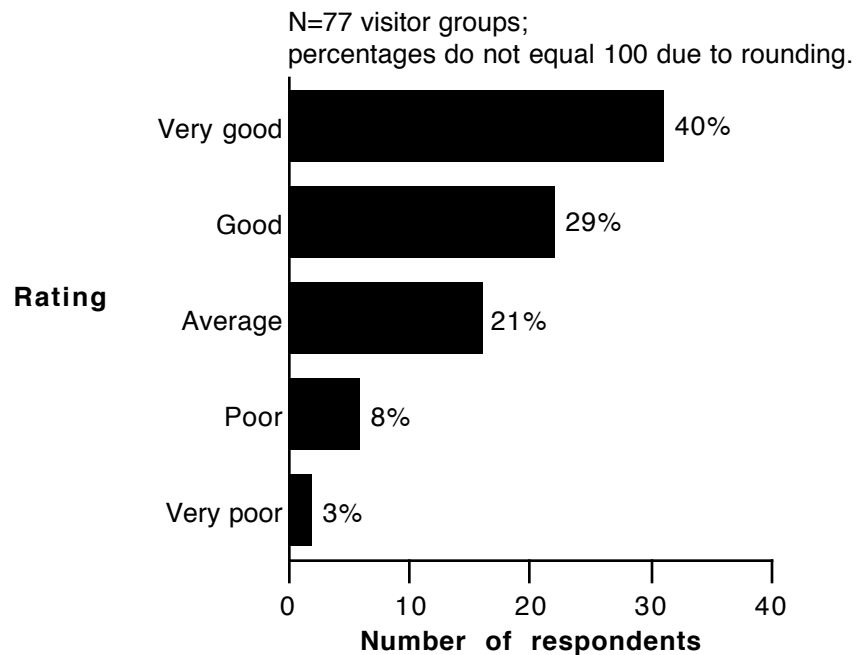
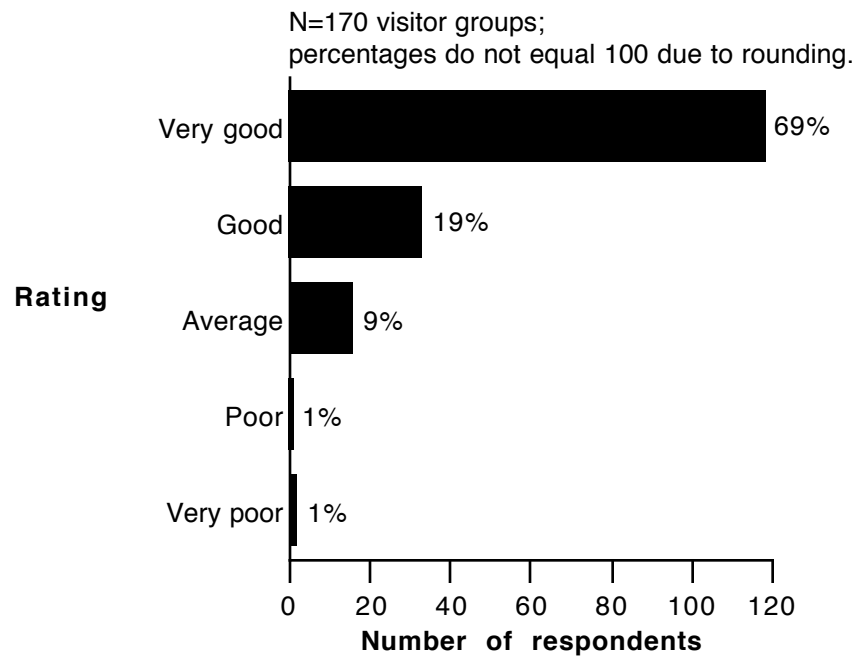
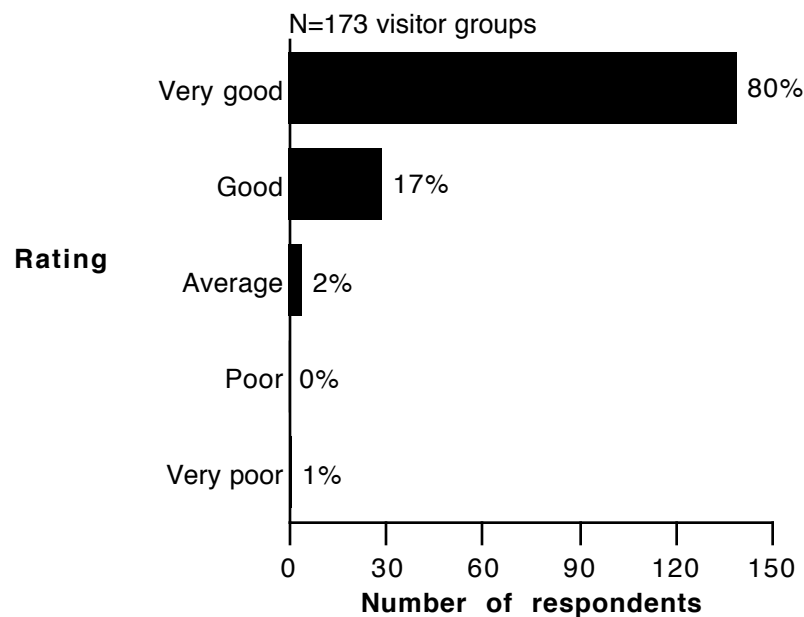


Figure 77: Quality of bookstore sales items (selection, quality, price, etc.)

**Figure 78: Quality of parking areas****Figure 79: Quality of restrooms**

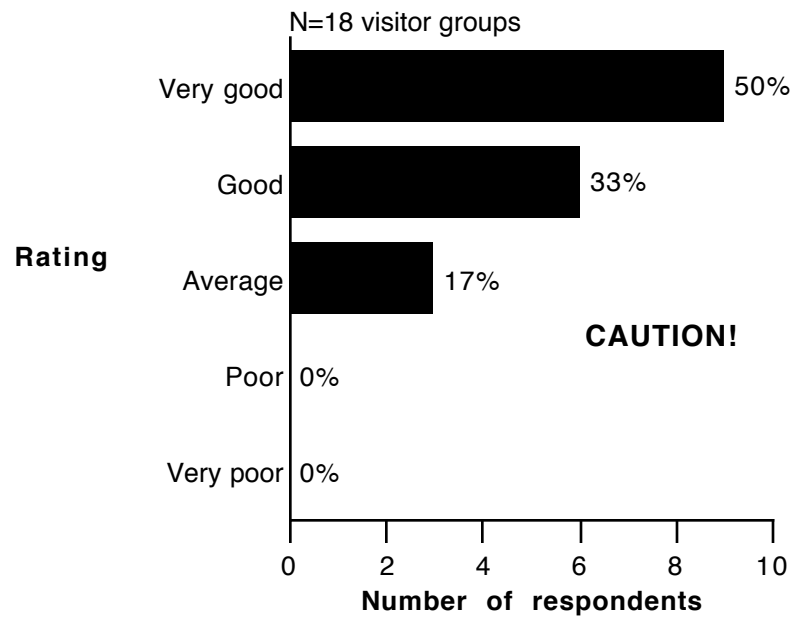


Figure 80: Quality of picnic areas

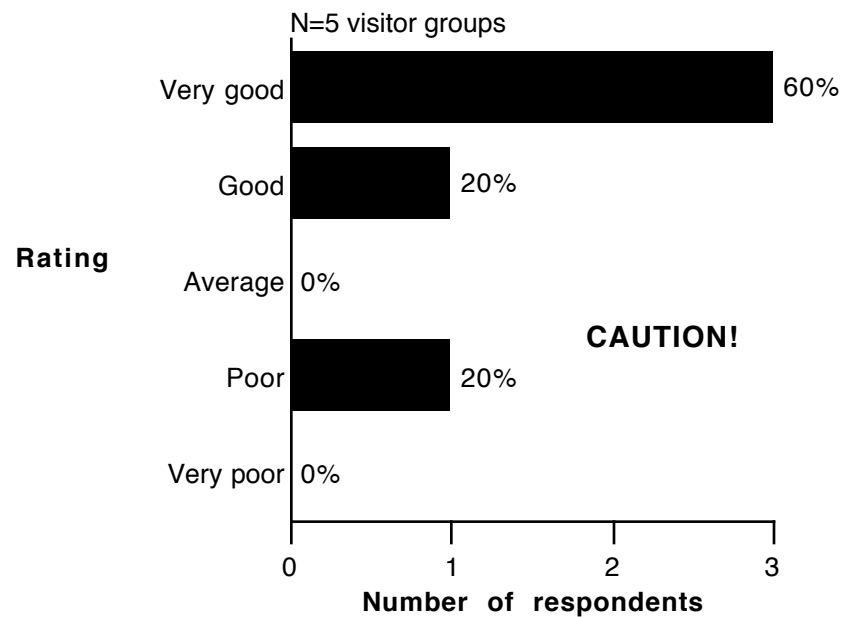


Figure 81: Quality of access for disabled persons

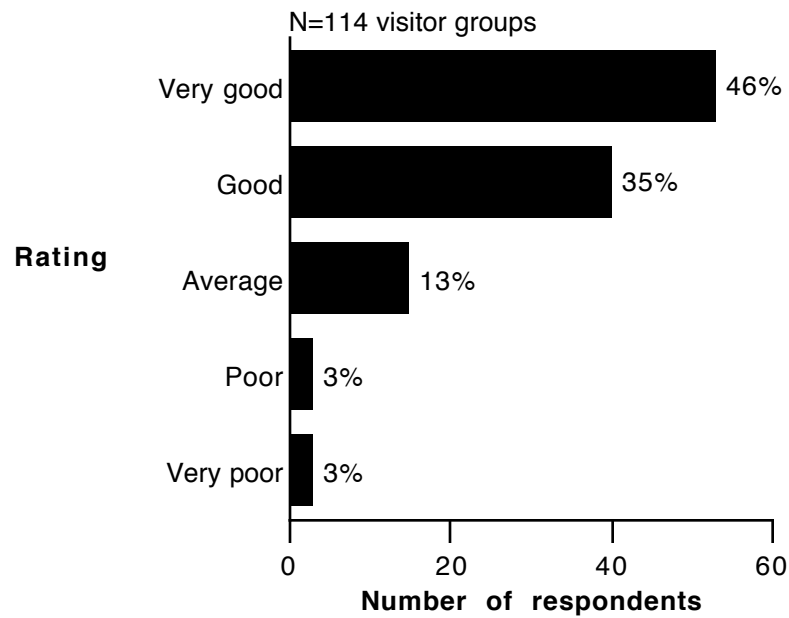


Figure 82: Quality of trails

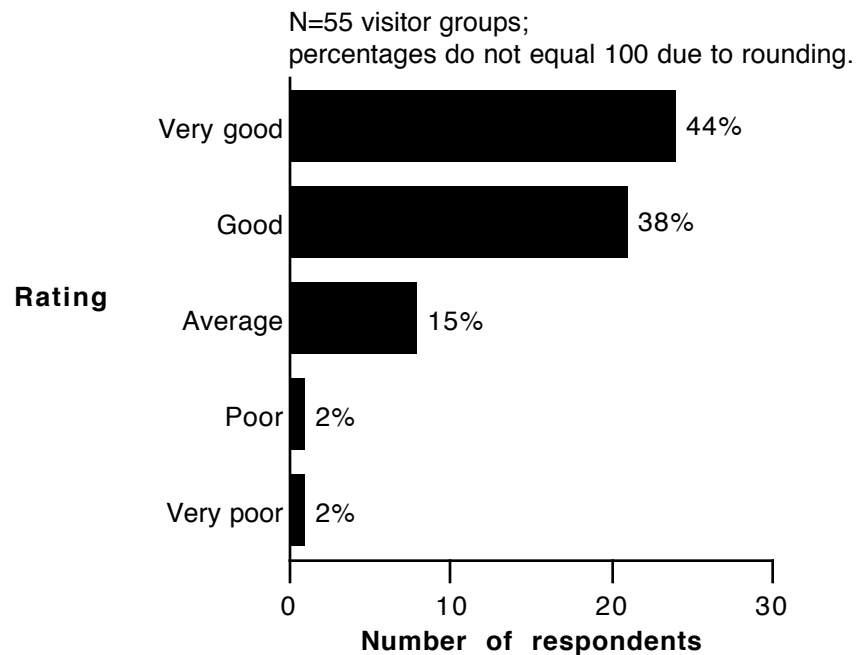


Figure 83: Quality of roadside/trailside exhibits

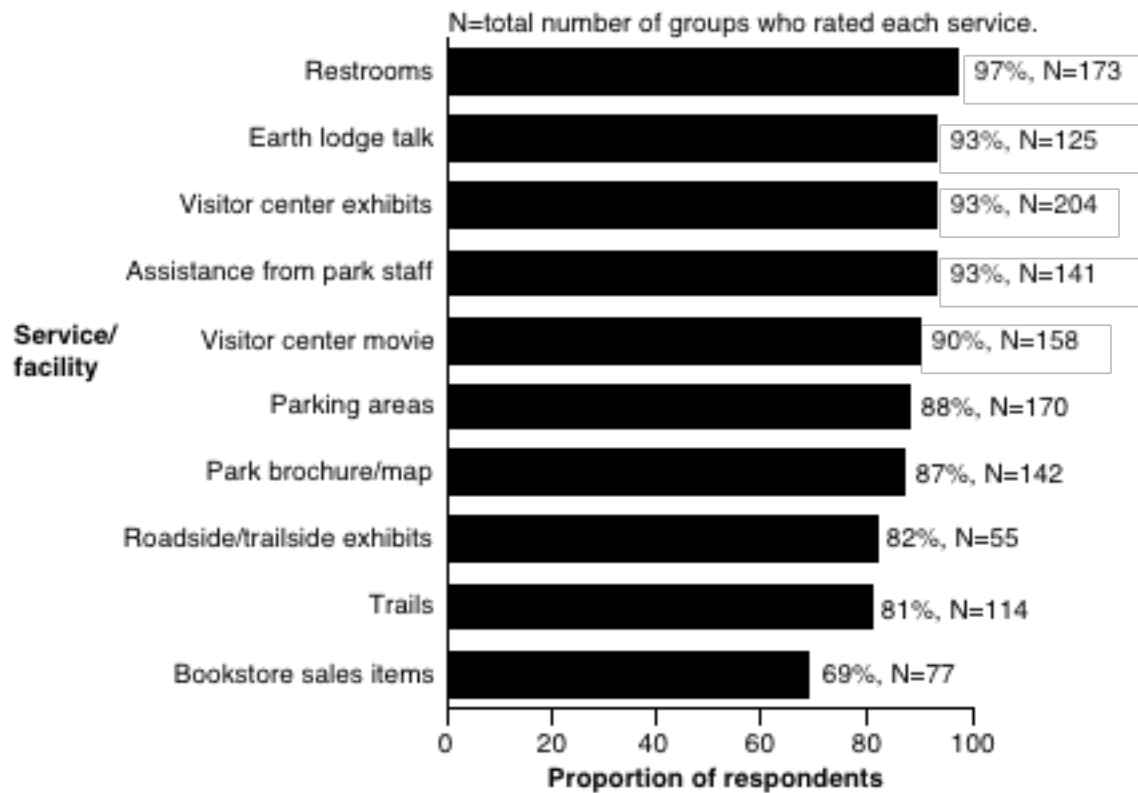


Figure 84: Combined proportions of “very good” and “good” quality ratings for services and facilities

Appropriateness of historic village sign information

Visitors were asked a question about whether the historic village signs provided information that they wanted to learn. Most visitor groups (86%) indicated that the historic village signs provide wanted information (see Figure 85). Visitors who did not learn the information they wanted were asked what they wanted to learn. This information included how 3,000 people could live in that small site, having a Native American to give the talk, needing more interpretive signs, and more detailed information about Lewis and Clark.

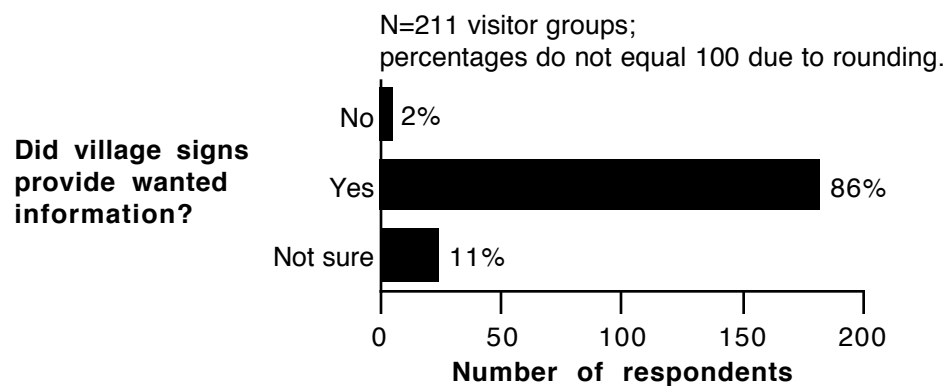


Figure 85: Historic village signs provide information of interest?

Total expenditures

Visitor groups were asked to list the amount of money they had spent on this visit, both inside Knife River Indian Villages NHS and in the surrounding area including Stanton, Washburn, Bismarck, Hazen, and Beulah. Groups were asked to list the amounts they spent for lodging; camping fees and charges; guide fees and charges; restaurants and bars; groceries and take-out food; gas and oil; other transportation expenses; admissions, recreation, and entertainment fees; and all other purchases.

Total expenditures in and out of the park: Sixty-five percent of visitors spent up to \$200 in total expenditures in the Knife River Indian Villages NHS area, including Stanton, Washburn, Bismarck, Hazen, and Beulah (see Figure 86). Eight percent spent \$501 or more. Of the total expenditures by groups, 31% was for hotels, motels, cabins, etc., 19% was for restaurants and bars, and 15% was for all other purchases (see Figure 87).

The average visitor group expenditure during this visit was \$222. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$113. The average per capita expenditure was \$90.

In addition, visitors were asked to indicate how many adults (18 years and older) and children (under 18 years) were covered by the expenditures. Figure 88 shows that 65% of the visitor groups had two adults included in the expenditures. Figure 89 shows that 53% of the visitor groups had one or two children under 18 years of age.

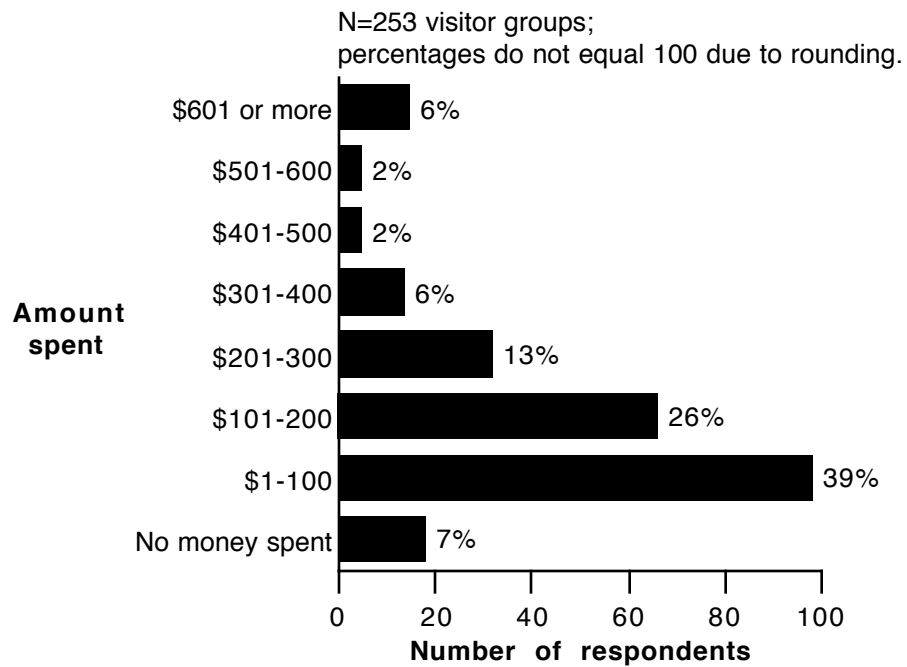


Figure 86: Total expenditures in park and surrounding area (Stanton, Washburn, Bismarck, Hazen and Beulah)

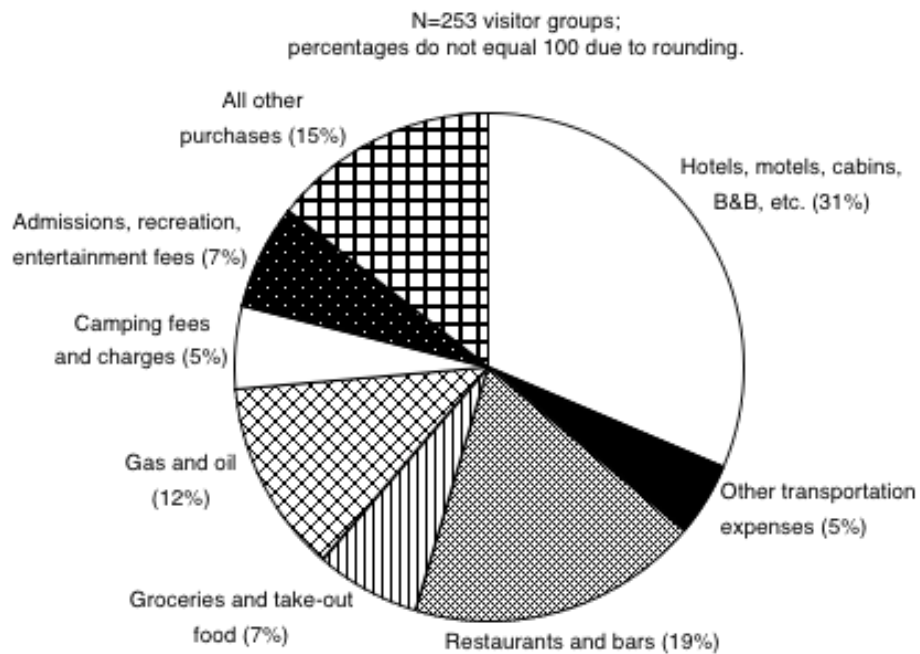


Figure 87: Proportions of expenditures in park and surrounding area (Stanton, Washburn, Bismarck, Hazen and Beulah)

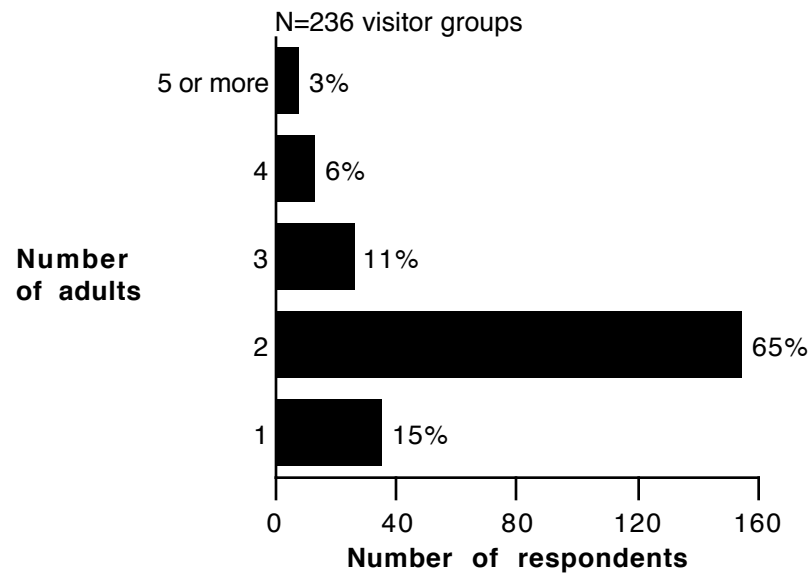


Figure 88: Number of adults covered by expenditures

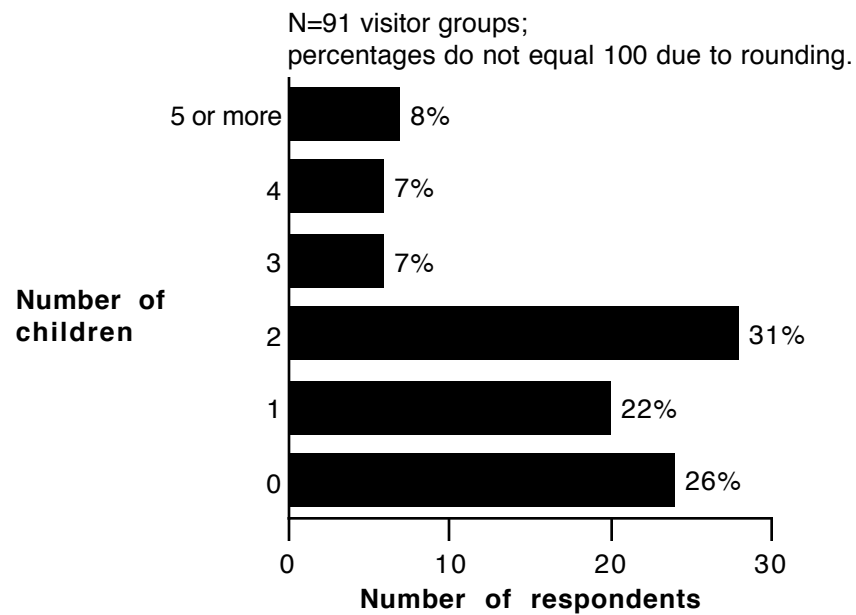


Figure 89: Number of children covered by expenditures

Expenditures outside the park

Total expenditures out of the park: Sixty-six percent of visitor groups spent up to \$200 in total expenditures outside of the park during this trip, while 12% spent \$201 to \$300 (see Figure 90). Six percent spent \$601 or more.

The greatest proportions of money spent out of the park were for hotels, motels and cabins (33%) and restaurants and bars (19%), as shown in Figure 91.

The average visitor group expenditure out of the park during this visit was \$216. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$110. The average per capita expenditure was \$96.

Hotels, motels, cabins, B&B etc. out of the park: Forty percent of the visitors spent up to \$200 while 50% spent no money, as shown in Figure 92.

Camping fees and charges out of the park: Most visitors (58%) spent no money (see Figure 93). Thirteen-two percent spent up to \$50.

Restaurants and bars out of the park: Fifty-four percent of visitor groups spent up to \$50, while 27% spent no money (see Figure 94).

Groceries and take-out food out of the park: Over one-half of visitor groups (51%) spent up to \$50, while 39% spent no money (see Figure 95).

Gas and oil (auto, RV, boat, etc.) out of the park: Most visitor groups (73%) spent up to \$50 (see Figure 96).

Other transportation expenditures out of the park (rental cars, auto repairs, taxis, but not including airfare): Most visitor groups (84%) spent no money (see Figure 97).

Admissions, recreation, and entertainment fees out of park: Fifty-seven percent of visitor groups spent up to \$50, while 37% spent no money (see Figure 98).

Other purchases (souvenirs, film, books, sporting goods, clothing, etc.) out of the park: Most visitor groups (56%) spent up to \$50; 31% spent no money (see Figure 99).

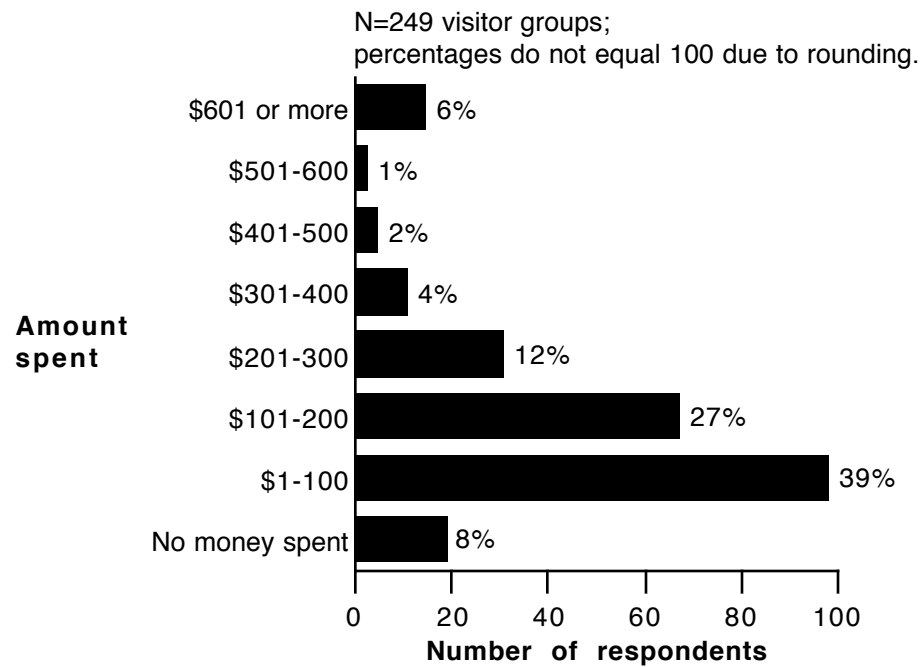


Figure 90: Total expenditures outside the park

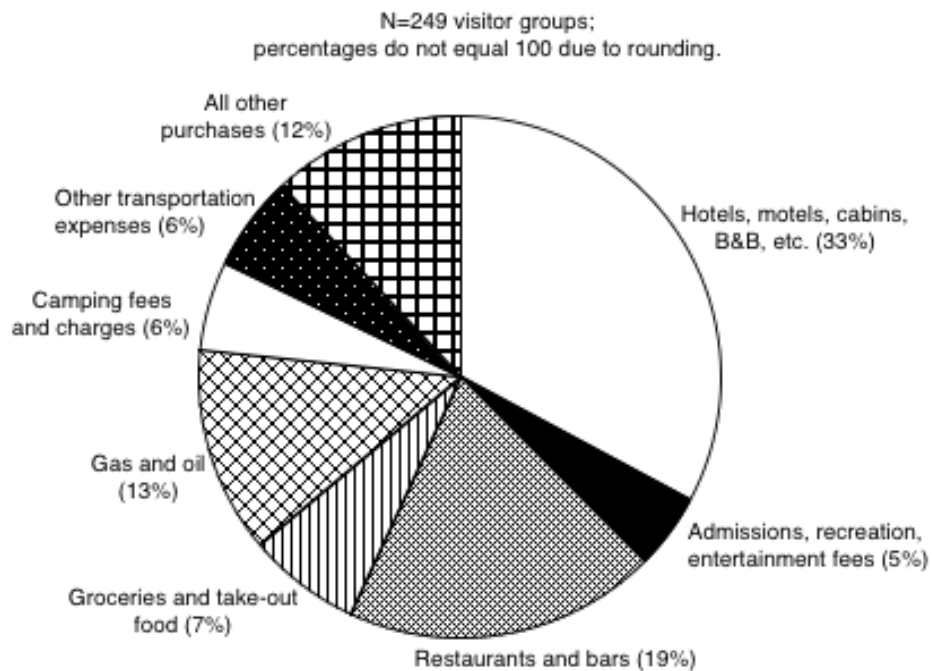


Figure 91: Proportions of expenditures by category outside the park

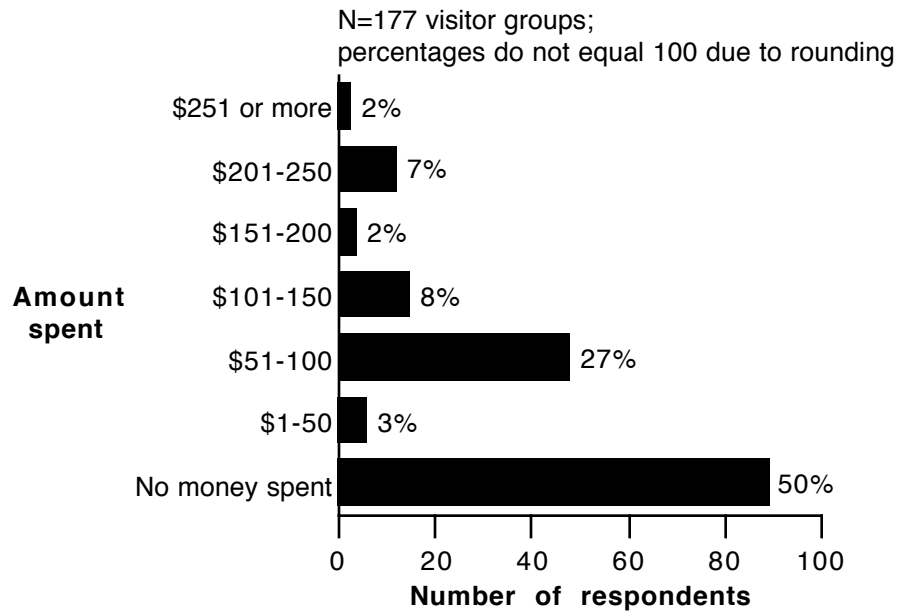


Figure 92: Expenditures for hotels, motels, cabins, etc. outside the park

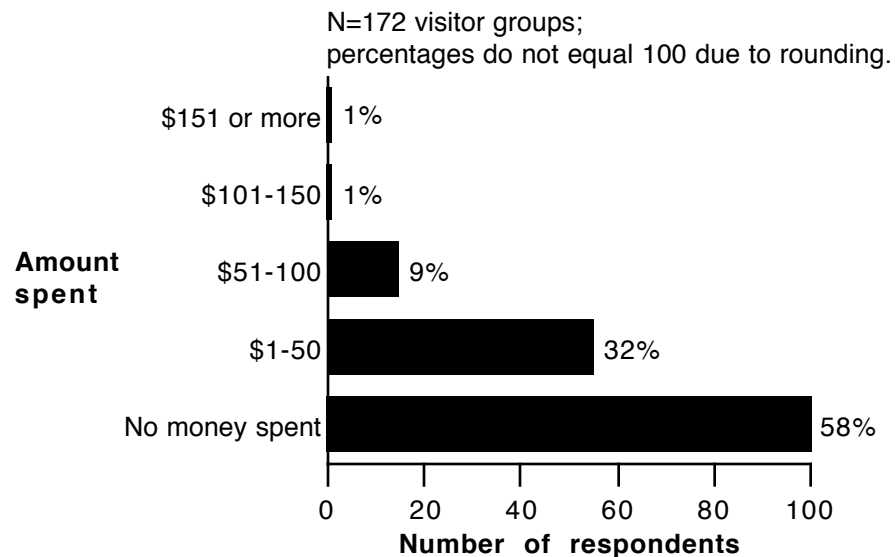


Figure 93: Expenditures for camping fees and charges outside the park

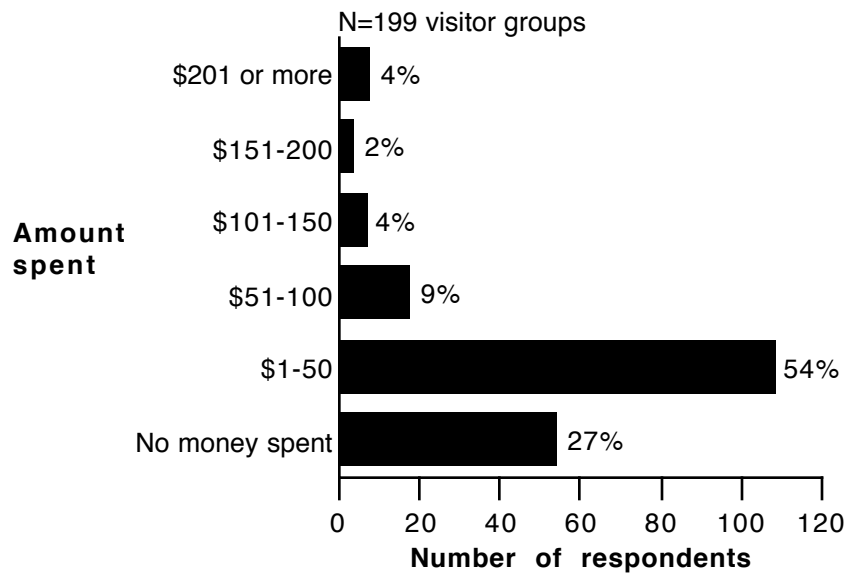


Figure 94: Expenditures for restaurants and bars outside the park

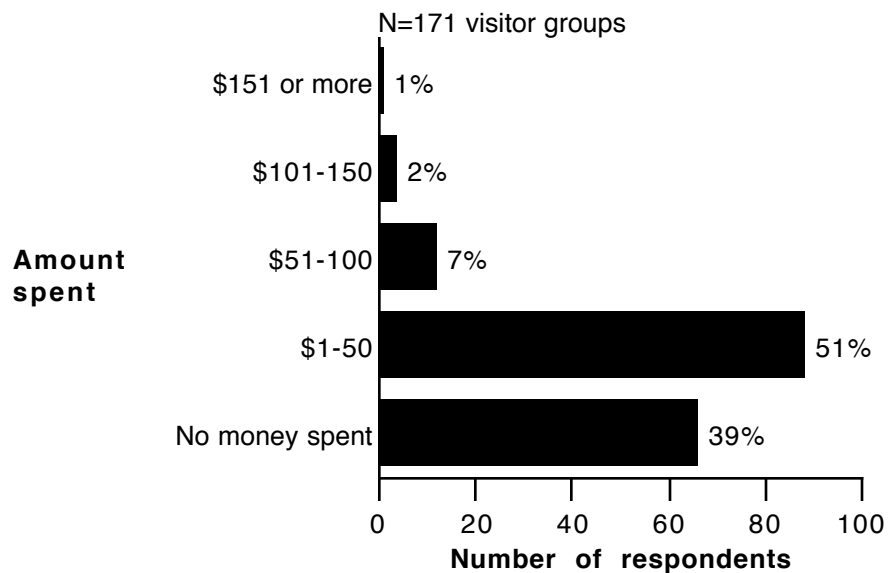


Figure 95: Expenditures for groceries and take-out food outside the park

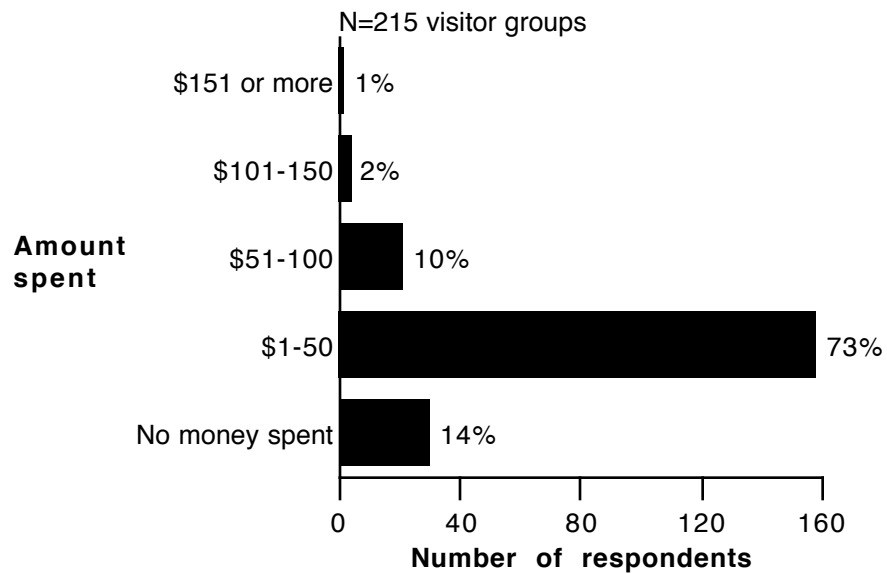


Figure 96: Expenditures for gas and oil outside the park

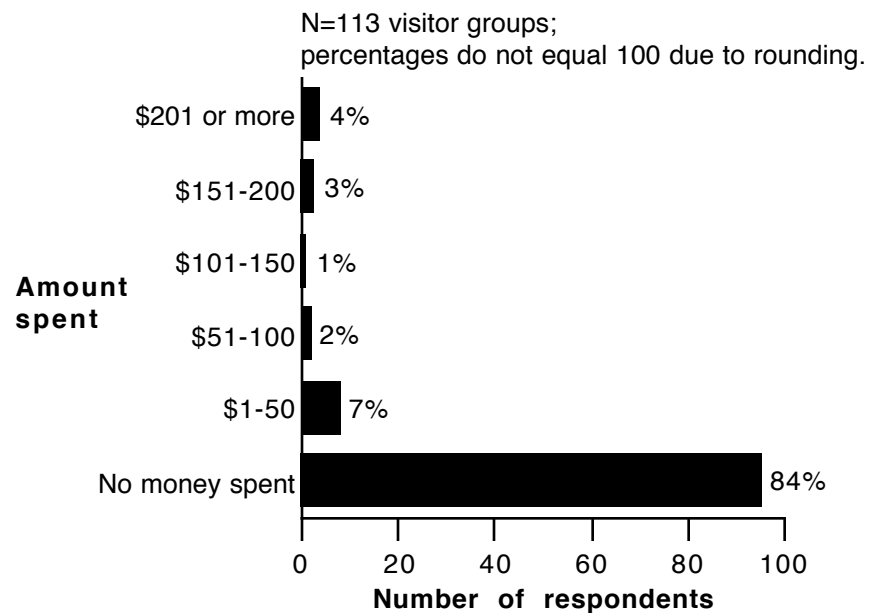


Figure 97: Expenditures for other transportation expenses outside the park

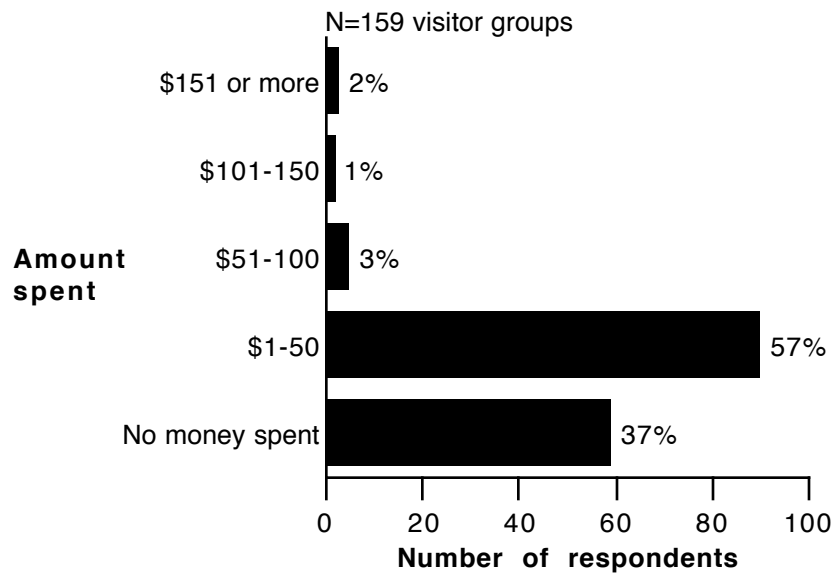


Figure 98: Expenditures for admissions, recreation, entertainment outside the park

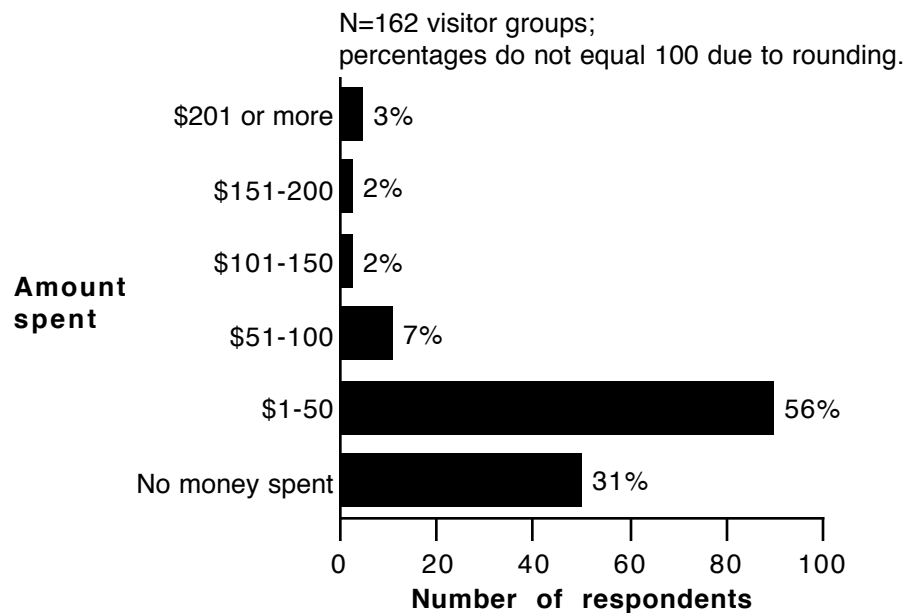


Figure 99: Expenditures for all other purchases

Expenditures inside the park

Total expenditures in the park: Most visitor groups (58%) spent up to \$50 in total expenditures in the park on this visit (see Figure 100). Another 29% spent no money.

"All other purchases (souvenirs, film, books, sporting goods, clothing, etc.)" accounted for the largest proportion (76%) of total expenditures in the park, and admission, recreation, and entertainment fees accounted for the other 24% as shown in Figure 101.

The average visitor group expenditure in the park during this visit was \$22. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$12. The average per capita expenditure was \$11.

Admissions, recreation, and entertainment fees in the park: Most visitor groups (59%) spent no money, while 39% spent up to \$50 (see Figure 102).

All other purchases (souvenirs, film, books, sporting goods, clothing, etc) in the park: Over one-half of visitor groups (56%) spent up to \$50, while 34% spent no money (see Figure 103).

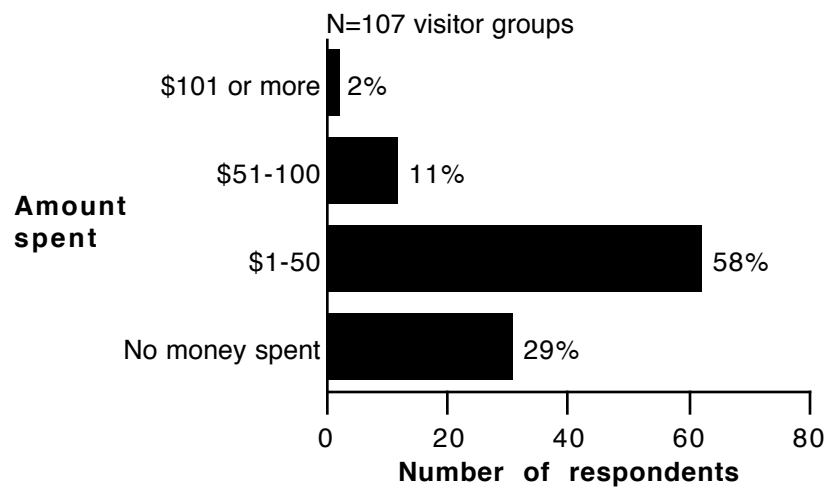


Figure 100: Total expenditures in the park

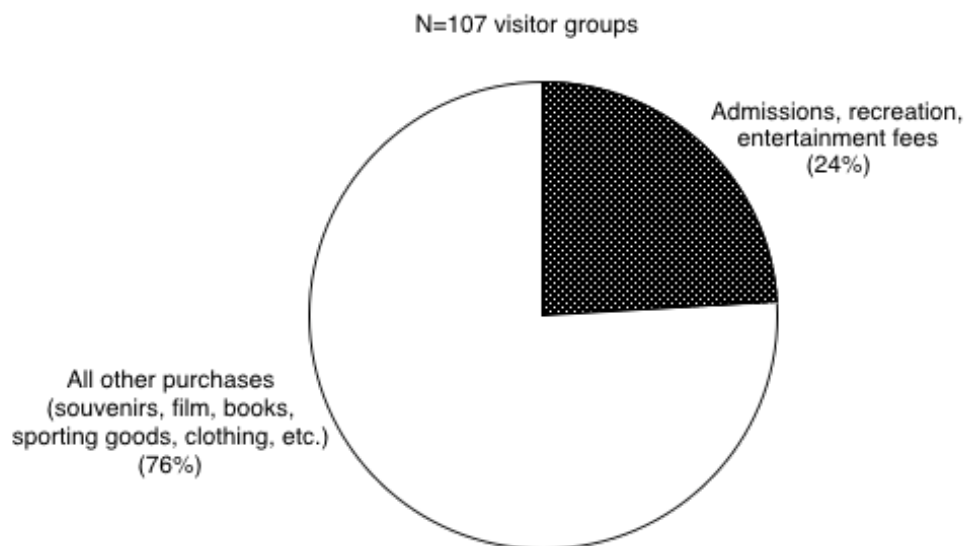


Figure 101: Proportions of expenditures by category in the park

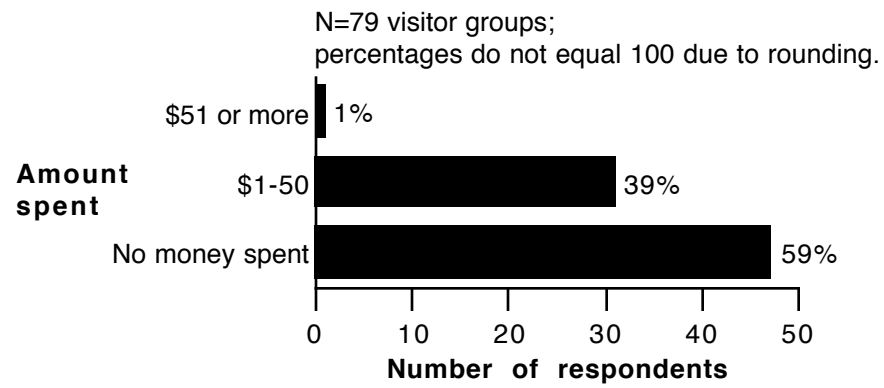


Figure 102: Expenditures for admissions, recreation, entertainment fees in the park

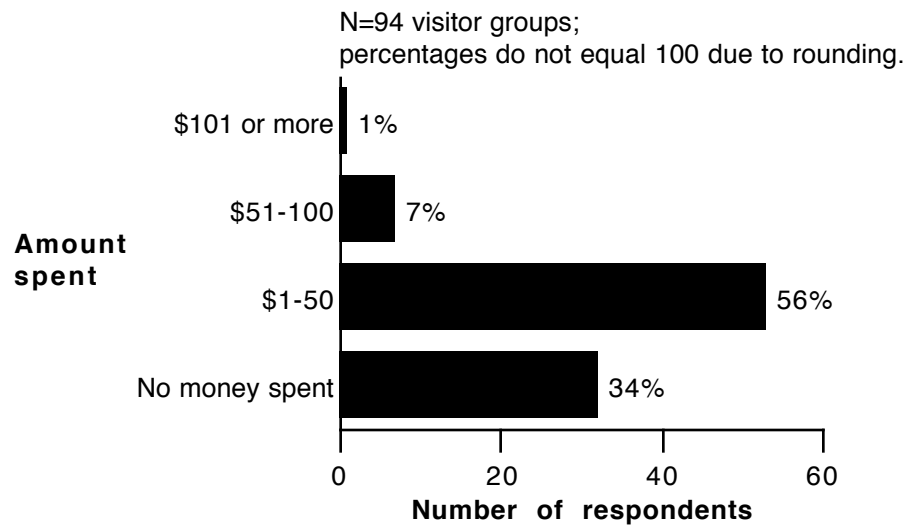


Figure 103: Expenditures for all other purchases in the park

Likelihood of returning to visit North Dakota in the future

Visitors were asked, “Would you be likely to return to visit North Dakota again in the future?” North Dakota residents (23%) were asked to skip this question. Sixty-three percent of visitors said they would likely return to visit North Dakota in the future (see Figure 104). Another 16% indicated that they will not be likely to return and 22% were “not sure” whether they would return to visit North Dakota in the future.

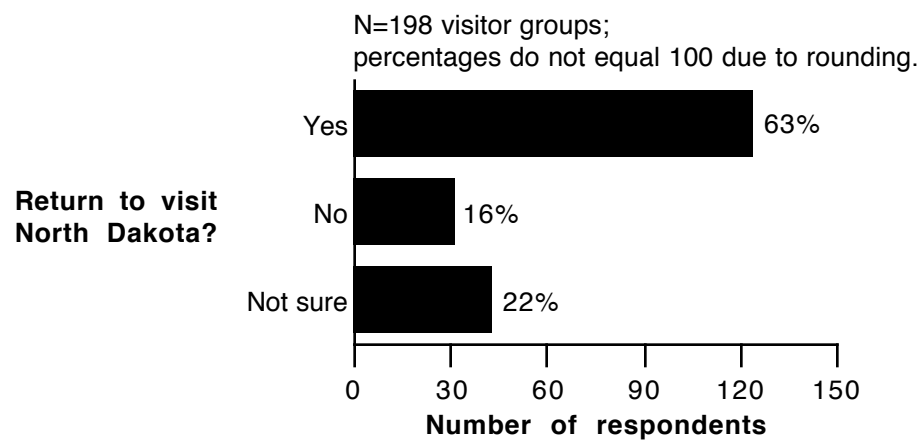


Figure 104: Likelihood of returning to visit North Dakota in the future

Preferred learning methods/subjects on a future visit

Visitors were asked, "On a future visit to Knife River Indian Villages NHS, how would you and your group prefer to learn about the cultural and natural history of the park?" Four percent of the visitor groups were not interested in learning about the park. The most preferred methods of learning about the cultural and natural history of the park included a ranger-guided village tour (69%), indoor exhibits (60%), audio-visual programs (56%), and roving rangers (56%), as shown in Figure 105. "Other" preferred methods included having tribal members available for interpretation and audiotope to listen to when walking around.

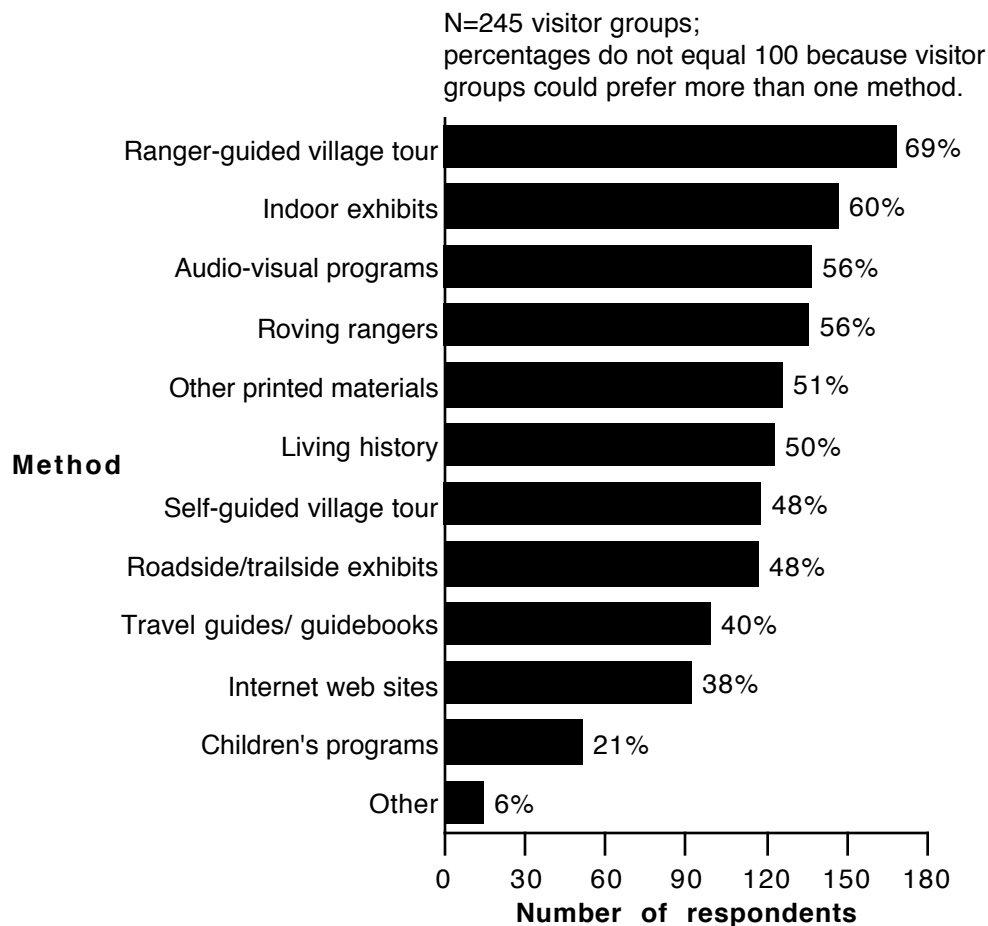


Figure 105: Preferred learning method on a future visit

Table 8: Subjects of interest for a future visit

N=115 comments;
some visitor groups made more than one comment.

Subject	Number of times mentioned
Indian daily life	20
Indian culture	18
No changes	7
Sakakawea	7
More historical information	7
Lewis & Clark	6
Tribal politics/interactions	5
Indian food/agriculture	5
Weapon/toolmaking	5
Re-enactment	4
Need Indian perspective from Indians	4
Why this site was chosen	3
Native animals	3
Native plants	3
Indian village life using a model	2
Indian children's life	2
Small pox	2
Indian medicine	2
Indian clothing	2
How Indians used this site	2
Other	6

Interest in sales items on a future visit

Visitors were asked: "On a future visit to Knife River Indian Villages NHS, what types of items would you and your group like to have available for purchase in the bookstore sales areas?" As shown in Figure 106, 41% were interested in publications and 29% of visitor groups were not interested in sales items. Another 35% would like to have gifts/souvenir items available for purchase in the bookstore sales area on a future visit. "Other" items that visitors would be interested in purchasing on a future visit included Native American handmade craft items, posters, postcards of the park, Native American history books about the area, National Park Service anthropological papers, silver charms for bracelets, flint, and water bottles.

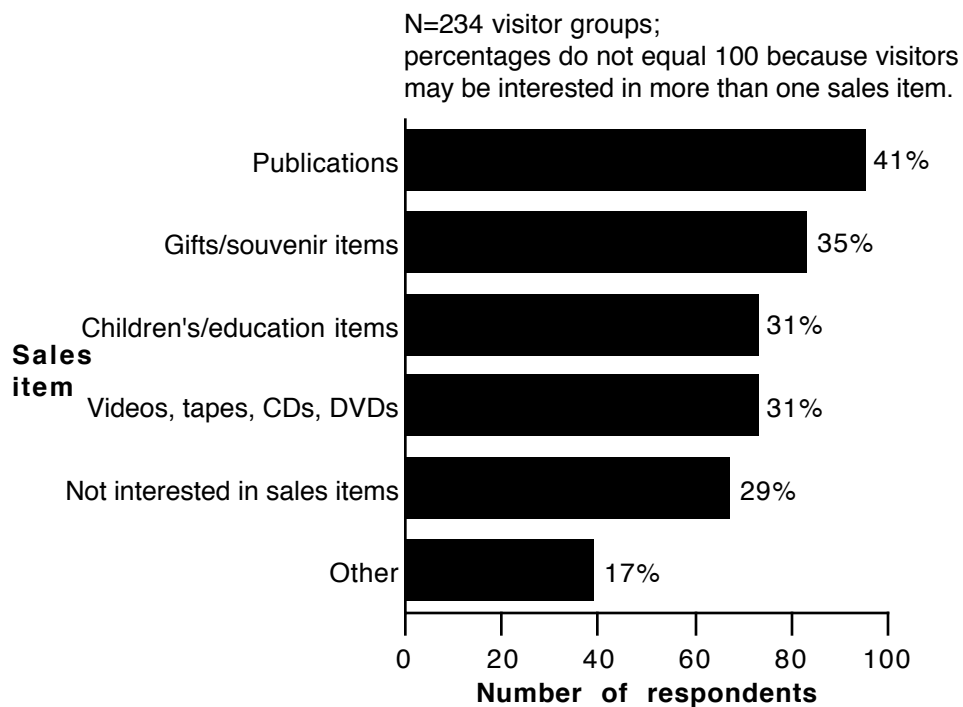


Figure 106: Bookstore sales items of interest for a future visit

Overall quality of visitor services

Visitor groups were asked to rate the overall quality of the visitor services provided at Knife River Indian Villages NHS during this visit. Most visitors (98%) felt that the overall quality was “very good” or “good” (see Figure 107). No visitor groups rated the overall quality as “poor” or “very poor.”

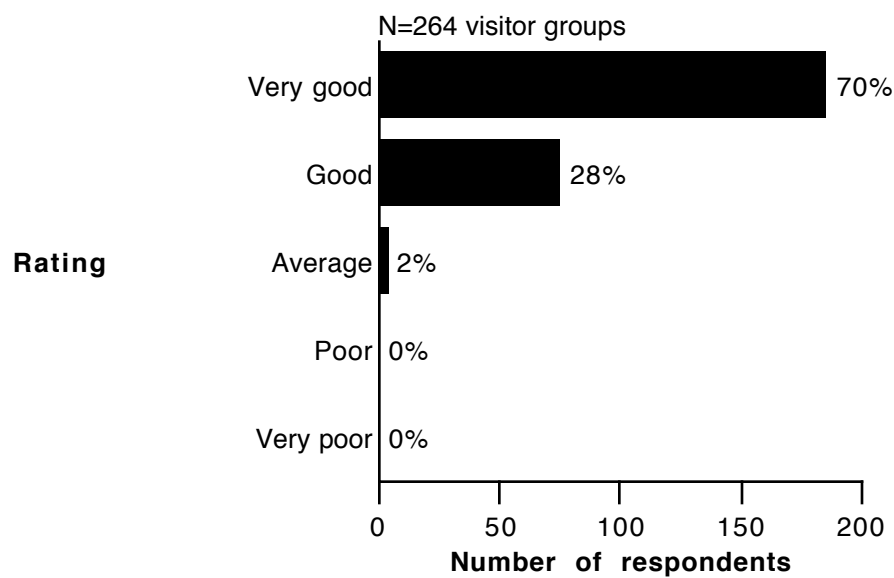


Figure 107: Overall quality of visitor services

Planning for the future

Visitor groups were asked, "If you were a manager planning for the future of Knife River Indian Villages National Historic Site, what would you propose?" Sixty-two percent of visitor groups (136 groups) responded to this question. A summary of their responses is listed below in Table 12 and complete copies of visitor responses are contained in the appendix.

Table 12: Planning for the future

N=169 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Hire Native Americans as park interpreters	20
Continue having wonderful staff	3
Other comments	4
INTERPRETIVE SERVICES	
More living history programs	12
More exhibits/interpretive signs	8
Add exhibits along trails	6
Need better advertisement of site	6
More hand-on activities	5
Build a model of village	5
Add re-enactment activities	4
Need more information about local ecosystem	3
Update and upgrade video	3
Expand museum with more original artifacts	3
Need better map of site	3
More ranger-led tours with flexible schedule	2
More information about Native American culture	2
Other comments	7
FACILITIES/MAINTENANCE	
Need better road signs to park	5
Add more benches along trail	3
Pave trail to make walking easier	3
Keep maintaining facilities	2
Reconstruct earth lodges	2
Other comments	10
MANAGEMENT/POLICIES	
Need more Native American handmade items in gift shop	5
Allow bikes on trail	2
Cultural festival is great idea	2
Other comments	3

Table 12: Planning for the future (continued)

Comment	Number of times mentioned
RESOURCE MANAGEMENT	
Conservation of natural resources	4
Other comment	1
GENERAL IMPRESSION	
Keep up the good work	9
Good job—don't change anything	8
Other comments	15

Additional comments

Forty-seven percent of visitor groups (138 groups) wrote additional comments, which are included in the separate appendix of this report. Their comments about Knife River Indian Villages NHS are summarized below (see Table 13). Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.

Table 13: Additional comments

N=185 comments;
some visitors made more than one comment.

Comment	Number of times mentioned
PERSONNEL	
Staff were very knowledgeable	18
Staff very courteous and helpful	11
Staff too uptight and offensive	6
Other comment	1
INTERPRETIVE SERVICES	
Very educational	11
Excellent reproduction of earth lodge	7
Well-done exhibits	5
Great hands-on experience for children	4
Very informative	3
Very good video show	3
Other comments	4
FACILITIES/MAINTENANCE	
Well maintained facilities	8
Need better road signage	4
Very clean	3
Other comments	5
MANAGEMENT/POLICIES	
Make electric cart available also for non-handicapped	5
Keep it undeveloped, natural site	3
GENERAL IMPRESSIONS	
Enjoyed our visit	30
Valuable experience	6
Wish we had more time	6
Beautiful	5
Continue the good work	5
Enjoyed walking on trail	4
Very peaceful/quiet	3
Other comments	27

Knife River Indian Villages National Historic Site Visitor Study

Additional Analysis

VSP Report 148

The Visitor Services Project (VSP) offers the opportunity to learn more from VSP visitor study data. Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible-you may select a single program/service/facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- | | | |
|--|--|--|
| • Sources of information prior to this visit | • Quality of visitor services/facilities | • Importance of resources/ qualities |
| • Receive needed information? | • Historic village signs provide information you wanted? | • Indian village sites what you expected? |
| • How Knife River Indian Villages NHS fit into travel plans? | • Stay overnight away from home in the area? | • Total expenditures in and out of park |
| • Planned North Dakota destinations to visit | • Number of nights spent in area | • Total expenditures in park |
| • Planned activities in North Dakota | • Type of accommodations used in area | • Number of adults covered by expenses |
| • Primary reason for visiting the area | • Town/city stayed in on night before arrival at park | • Number of children covered by expenses |
| • Reasons for visiting the park | • Town/city stayed in on night after departure from park | • Admissions/recreation expenditures in park |
| • Most important reason for visiting the park | • Group size | • All other expenditures in park |
| • Length of stay in park | • Number of vehicles used to enter park | • Total expenditures out of park |
| • Visit on more than one day? | • Age | • Lodging expenditures out of park |
| • Number of days visited | • Zip code | • Camping expenditures out of park |
| • Number of park entries | • Country of residence | • Restaurant/bar expenditures out of park |
| • Highways used to arrive at park | • Number of visits--past 12 months | • Groceries/take out food expenditures out of park |
| • Adequacy of state highway signs | • Number of visits--lifetime | • Gas/oil expenditures out of park |
| • Difficulty locating park? | • Hispanic or Latino ethnicity? | • Other transport expenditures out of park |
| • Activities on this visit | • Race | • Admissions/recreation expenditures out of park |
| • Activities on past visits | • Disability/impairment that affected visit? | • All other expenditures out of park |
| • Three most important activities | • Type of disability | • Preferred learning method for a future method |
| • Sites visited in park | • Access/service problems because of disability? | • Likelihood of returning to visit North Dakota |
| • Visitor services/facilities used | • Importance of visitor services/facilities | • Preferred sales items on a future visit |
| • Importance of visitor services/facilities | • Awareness of electric cart availability? | • Overall quality of services |

Phone/send requests to:

Visitor Services Project, PSU
College of Natural Resources
P.O. Box 441139
University of Idaho
Moscow, Idaho 83844-1139

Phone: 208-885-7863
FAX: 208-885-4261
Email: littlej@uidaho.edu

QUESTIONNAIRE

Visitor Services Project Publications

Reports 1-6 (pilot studies) are available from the University of Idaho Park Studies Unit (UI PSU). All other VSP reports are available on the UI PSU web site: <<http://www.psu.uidaho.edu>>. All studies were conducted in summer unless otherwise noted.

1982

1. Mapping interpretive services: A pilot study at Grand Teton National Park.

1983

2. Mapping interpretive services: Identifying barriers to adoption and diffusion of the method.
3. Mapping interpretive services: A follow-up study at Yellowstone National Park and Mt Rushmore National Memorial.
4. Mapping visitor populations: A pilot study at Yellowstone National Park.

1985

5. North Cascades National Park Service Complex
6. Crater Lake National Park

1986

7. Gettysburg National Military Park
8. Independence National Historical Park
9. Valley Forge National Historical Park

1987

10. Colonial National Historical Park (summer & fall)
11. Grand Teton National Park
12. Harpers Ferry National Historical Park
13. Mesa Verde National Park
14. Shenandoah National Park (summer & fall)
15. Yellowstone National Park
16. Independence National Historical Park: Four Seasons Study

1988

17. Glen Canyon National Recreational Area
18. Denali National Park and Preserve
19. Bryce Canyon National Park
20. Craters of the Moon National Monument

1989

21. Everglades National Park (winter)
22. Statue of Liberty National Monument
23. The White House Tours, President's Park (summer)
24. Lincoln Home National Historical Site
25. Yellowstone National Park
26. Delaware Water Gap National Recreation Area
27. Muir Woods National Monument

1990

28. Canyonlands National Park (spring)
29. White Sands National Monument
30. National Monuments, Washington, D.C.
31. Kenai Fjords National Park
32. Gateway National Recreation Area
33. Petersburg National Monument
34. Death Valley National Monument
35. Glacier National Park
36. Scott's Bluff National Monument
37. John Day Fossil Beds National Monument

1991

38. Jean Lafitte National Historical Park (spring)
39. Joshua Tree National Monument (spring)
40. The White House Tours, President's Park (spring)
41. Natchez Trace Parkway (spring)
42. Stehekin-North Cascades NP/Lake Chelan National Recreation Area
43. City of Rocks National Reserve
44. The White House Tours, President's Park (fall)

1992

45. Big Bend National Park (spring)
46. Frederick Douglass National Historic Site (spring)
47. Glen Echo Park (spring)
48. Bent's Old Fort National Historic Site
49. Jefferson National Expansion Memorial
50. Zion National Park
51. New River Gorge National River
52. Klondike Gold Rush National Historical Park (AK)
53. Arlington House-The Robert E. Lee Memorial

1993

54. Belle Haven Park/Dyke Marsh Wildlife Preserve (spring)
55. Santa Monica Mountains National Recreation Area (spring)
56. Whitman Mission National Historic Site
57. Sitka National Historical Park
58. Indiana Dunes National Lakeshore (summer)
59. Redwood National Park
60. Channel Islands National Park
61. Pecos National Historical Park
62. Canyon de Chelly National Monument
63. Bryce Canyon National Park (fall)

Visitor Services Project Publications (continued)**1994**

- 64. Death Valley National Monument Backcountry (winter)
- 65. San Antonio Missions National Historical Park (spring)
- 66. Anchorage Alaska Public Lands Information Center
- 67. Wolf Trap Farm Park for the Performing Arts
- 68. Nez Perce National Historical Park
- 69. Edison National Historic Site
- 70. San Juan Island National Historical Park
- 71. Canaveral National Seashore
- 72. Indiana Dunes National Lakeshore (fall)
- 73. Gettysburg National Military Park (fall)

1995

- 74. Grand Teton National Park (winter)
- 75. Yellowstone National Park (winter)
- 76. Bandelier National Monument
- 77. Wrangell-St. Elias National Park & Preserve
- 78. Adams National Historic Site
- 79. Devils Tower National Monument
- 80. Manassas National Monument Park
- 81. Booker T. Washington National Monument
- 82. San Francisco Maritime National Historical Park
- 83. Dry Tortugas National Park

1996

- 84. Everglades National Park (spring)
- 85. Chiricahua National Monument (spring)
- 86. Fort Bowie National Historic Site (spring)
- 87. Great Falls Park, Virginia (spring)
- 88. Great Smoky Mountains National Park (summer)
- 89. Chamizal National Memorial
- 90. Death Valley National Park (fall)
- 91. Prince William Forest Park (fall)
- 92. Great Smoky Mountains National Park (summer & fall combined)

1997

- 93. Virgin Islands National Park (winter)
- 94. Mojave National Preserve (spring)
- 95. Martin Luther King, Jr., National Historic Site (spring)
- 96. Lincoln Boyhood Home National Memorial
- 97. Grand Teton National Park
- 98. Bryce Canyon National Park
- 99. Voyageurs National Park
- 100. Lowell National Historical Park

1998

- 101. Jean Lafitte National Historical Park & Preserve (spring)

1998 (continued)

- 102. Chattahoochee River National Recreation Area (spring)
- 103. Cumberland Island National Seashore (spring)
- 104. Iwo Jima/Netherlands Carillon Memorials
- 105. National Monuments & Memorials, Washington, D.C.
- 106. Klondike Gold Rush National Historical Park, AK
- 107. Whiskeytown National Recreation Area
- 108. Acadia National Park

1999

- 109. Big Cypress National Preserve (winter)
- 110. San Juan National Historic Site, P.R. (winter)
- 111. Saint Croix National Scenic Riverway
- 112. Rock Creek Park
- 113. New Bedford Whaling National Historical Park
- 114. Glacier Bay National Park & Preserve
- 115. Kenai Fjords National Park & Preserve
- 116. Lassen Volcanic National Park
- 117. Cumberland Gap National Historic Park (fall)

2000

- 118. Haleakala National Park (spring)
- 119. White House Tour & White House Visitor Center (spring)
- 120. USS Arizona Memorial
- 121. Olympic National Park
- 122. Eisenhower National Historic Site
- 123. Badlands National Park
- 124. Mount Rainier National Park

2001

- 125. Biscayne National Park (spring)
- 126. Colonial National Historical Park (Jamestown)
- 127. Shenandoah National Park
- 128. Pictured Rocks National Lakeshore
- 129. Crater Lake National Park
- 130. Valley Forge National Historical Park

2002

- 131. Everglades National Park (spring)
- 132. Dry Tortugas National Park (spring)
- 133. Pinnacles National Monument (spring)
- 134. Great Sand Dunes National Monument and Preserve
- 135. Pipestone National Monument
- 136. Outer Banks Group (Cape Hatteras National Seashore, Wright Brothers National Monument)
- 137. Sequoia & Kings Canyon National Park
- 138. Catoclin Mountain Park
- 139. Hopewell Furnace National Historic Site
- 140. Stones River National Monument (fall)

Visitor Services Project Publications (continued)

2003

- 141. Gateway National Recreation Area - Floyd
Bennett Field (spring)
- 142. Cowpens National Battlefield (spring)
- 143. Grand Canyon National Park—North Rim
- 144. Grand Canyon National Park—South Rim
- 145. C & O Canal National Historical Park
- 146. Capulin Volcano National Monument
- 147. Oregon Caves National Monument
- 148. Knife River Indian Villages National Historic
Site

<p>For more information about the Visitor Services Project, please contact the University of Idaho Park Studies Unit; phone (208) 885-7863 or go to web site: <http://www.psu.uidaho.edu></p>

